

Frank Bogert Named New Manager of El Mirador

THE RAIN IS OVER

	Max.	Min.
Saturday, March 20	70	50
Sunday, March 21	67	50
Tuesday, March 22	63	52
Wednesday, March 23	60	47

The Desert Sun

and PALM SPRINGS NEWS

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Palm Springs, California, Thursday, March 25, 1954

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Suit Attacks Campbell's Candidacy

Irregularity in Nomination Procedure Claimed in Suit Against District 2 Candidate

Technicality Involved in Case to be Aired Tomorrow in Superior Court at Indio Asking Elimination of Cliff Campbell from Ballot

Palm Springs councilmanic elections — a perennial issue in the courts — will be there again this Friday when a suit is heard in the Department Four, superior court at Indio, asking that the name of Clifford E. Campbell be removed from the ballot.

Campbell, together with five other aspirants, is a candidate for councilmanic District Two. Attorney Leonard Bock, representing James C. Darling, 725 East Arenas road, and Patricia M. Grenzow, is asking the court to "command the clerk and council of the city of Palm Springs to remove the name of Clifford E. Campbell from the election ballot, or in the alternative, that said candidate be disqualified from holding office."

IN HIS PETITION for a writ of mandate, Bock charges that Campbell swore to an affidavit before a notary public that he circulated his own nomination papers which carried 10 signatures, whereas "one or more signatures were not obtained by or in" his presence. The petition also claims that "one or more precinct numbers, dates and addresses indicated on said affidavit of circulation are false in that the same were not written by the persons purported on said affidavit."

BOCK NAMED as an additional defendant Beulah G. Moseley, who he claims obtained some of the signatures listed on the nomination paper. Leaving Campbell's name on the ballot "could operate only to deprive the uninformed electors of their vote," and injury to one or more actual candidates, Bock said.

City Attorney Jerry Bunker, who is representing City Clerk Louise McCann and city council in the action, emphasized that the city as directed by law is taking a neutral stand on the issue and will comply with any court order.

HE POINTED OUT that the city clerk cannot act on a petition submitted by a private individual, but must have court direction.

Attorney Warren Slaughter, who is representing Campbell, in commenting on the suit said: "Anyone who knows Cliff Campbell also knows that he wouldn't do anything dishonest."

Other candidates in the disputed district are: Jerry Nathanson, incumbent; Vernon Baumgardner, James Campbell, Joe Palozzi and L. L. Heines.

\$35 Damage Done in Hotel Canopy Fire

Damage estimated at \$35 was caused by a fire on an outside canopy at the Lone Palm hotel at 5 a.m. Wednesday, caused by a short in electrical wiring, firemen from Station No. 1 reported.

Harris Requests Release from Council Contest

The field of candidates for the three councilmanic posts unofficially dropped to 10 today, with I. H. "Harry" Harris, candidate in District Four, requesting that his name be withdrawn from consideration because of "unexpected business demand."

Harris, owner of Desert Enchante hotel, may have his name appear on the April 13 ballot even though he has officially withdrawn, because the list of candidates had been sent to the county clerk's office immediately after the filing deadline.

THIS LEAVES only two active candidates in District 4, incumbent Jerry Sanborn and Clarence B. Self. Harris termed both candidates "good men," and promised his support and cooperation to the winner.

Other candidates in the councilmanic race are: District Two — Jerry Nathanson, incumbent; Clifford E. "Cliff" Campbell, Vernon L. Baumgardner, Leo L. Heines, Joseph Palozzi and James Campbell.

District Six — Frank Miller, incumbent, and James I. Cavett.

POLLING PLACES are: No. Two — Palm Springs Health Center; No. Four — Kenny Paul's Mobilgas Service station; District Six — Palm Springs Youth Center.

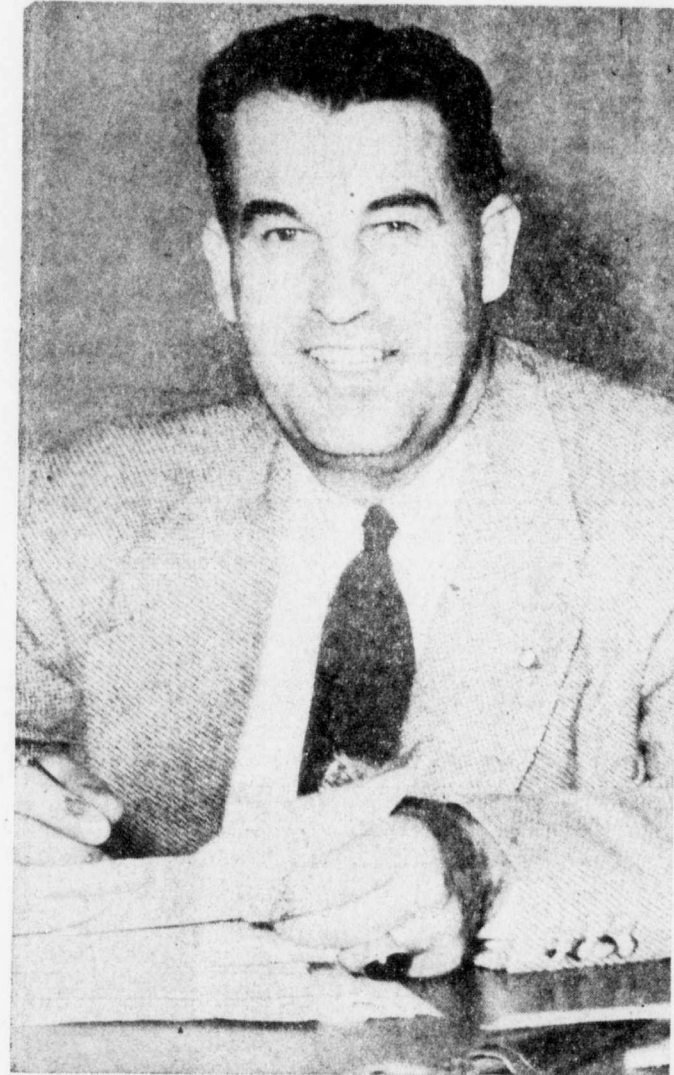
All candidates have now started their campaigning, with only three more weeks left before the voters elect their representatives in city council for the next four years.

Two Inches of Moisture Here

The most sustained rainfall in recent years fell on the Village over the weekend, with the drizzle starting Sunday evening and continuing during the daylight hours Monday.

From Saturday through Monday, a total of 2.06 inches was recorded at Fire Station No. 1, bringing the total for the season to 6.58 inches.

Temporary roadblocks were established on several streets, with no permanent damage being reported.



NEW HOTEL HEAD — Frank Bogert, Village resident since 1927, publicity expert, organizer of the Palm Springs Chamber of Commerce and founder of Thunderbird Ranch and Country Club, yesterday assumed managerial directorship of El Mirador hotel. He succeeded Rudi E. Sidler, who managed the hotel for approximately one year.

FRANK BOGERT NAMED EL MIRADOR MANAGER

By BILL RASHALL

A colorful personality, well known throughout California but in particular here, in the Palm Springs resort area, now holds the managerial reins of famed El Mirador hotel.

Chest Directors Unite in Drive for Final \$1000

All directors of the Palm Springs Community Chest will act as a "clean-up team" to raise the final \$1,000 to bring the drive to its \$35,000 quota, it was decided at a special meeting of the group Tuesday morning at the Coachella Valley Savings and Loan Association.

President August G. Kettman reported that \$34,000 has been raised, with the "clean-up team" needed to contact persons who had not responded to the letter appeal.

"We hope to reach the quota by our next meeting on April 13," he said.

Director Joe Gamble reported on progress made on the United Fund organization now under way, and said that definite advancement will be made before the next meeting.

Community Chest directors at a recent meeting voted to operate under a United Fund in 1954.

In quick decisions, Frank Bogert, managing director and one of the founders of Thunderbird Ranch and Country Club, resigned that position, and according to an announcement by E. Roy Fitzgerald, president of National Hotel Enterprises, accepted the position of managing director of El Mirador hotel Wednesday morning.

RUDI E. SIDLER, whom Bogert succeeds, resigned Tuesday evening. No reason for Sidler's resignation was officially announced. He was managing director of the hotel for more than a year.

Bogert's entrance on El Mirador scene marks the second time in 17 years that he has been employed by that hostelry. In 1936 he was employed by the hotel and placed in charge of publicity. The following year he was promoted to assistant manager.

It had been rumored about the Village that Bogert would end his employment with Thunderbird Ranch and Country Club at the end of the current winter season. It was reliably reported that he had been offered a lucrative position elsewhere but that position would have taken him out of the desert.

WITH THE SUDDEN resignation of Sidler the management of El Mirador offered Bogert his present position with the hotel.

See **BOGERT**, Page 2a

AUTO CRASH FATAL TO INDIAN TRIBAL MEMBER

Augusta Patencio Torro, 59, one of the 28 adult members of the Agua Caliente Band of Mission Indians was fatally injured in an automobile accident at 6:42 p.m., Sunday, on Highway 111 eight miles west of Indio.

Her husband, Tony Torro, driver, suffered a compound fracture of the right forearm, lacerations of the face and possible internal injuries. Driver of the other car involved in the head-on collision, Norman Alexander Lewis, Indio, suffered a possible sprained wrist and contusions.

ALL THREE were taken by ambulance to Coachella Valley hospital at Indio, where Mrs. Torro was found dead on arrival.

The Torros were returning to Palm Springs from a visit to the Martinez Reservation. The highway was slippery due to a rain storm.

Mrs. Torro was born in Palm Springs in 1895. She and her husband resided on a 40-acre tract near the old toll gate entrance to Palm and Andreas Canyons.

AMONG PROPERTY owned by Mrs. Torro is the site leased by the city for DeMuth Park at the intersection of Indian avenue and Palm Canyon drive.

Survivors besides her husband are one brother, Joe Patencio of Palm Springs, and a sister, Celia Patencio Lopez Hopkins of Cherry Valley.

Mass will be said at 9 a.m., Friday, at Our Lady of Guadalupe church, with Father Patrick Minnagh officiating. A rosary will be recited Thursday evening. Wifels and Son Mortuary is in charge of arrangements.

(Desert Sun Photo)
DISCUSS PATTON MEMORIAL SITE — Members of the county-wide committee to erect a memorial to General George Patton and soldiers who trained in Riverside county under his command, are pictured at a dinner meeting at The Desert Inn Tuesday evening, discussing possible sites. They are,

Tamarisk Event Attracts Leading Pros, Amateurs

The most complete field of Southland golfers in the meet's history is entered in Tamarisk Country Club's \$4,000 annual Spring Pro-Amateur this Saturday and Sunday, March 27 and 28. Pat Martin, resident pro and tournament manager, reported today.

Fifty professionals representing almost every club in Southern California, plus top amateurs from their clubs, are expected to take part.

See **TAMARISK**, Page 6a

NEW RECORD PREDICTED FOR JAYCEE MEETING

"The 1954 California state Junior Chamber of Commerce convention to be held in Palm Springs next month will be one of the largest conventions ever held here."

State Jaycee President Ira Kaye was a visitor in Palm Springs this week and made this prediction after conferring with local Junior Chamber of Commerce members.

KAYE WAS TAKEN on a tour of the Village by local Jaycee members and was enthusiastic about the coming convention which will start April 29 and run through May 2.

Convention headquarters will

be El Mirador hotel with Jaycee members from all over the state expected to fill almost all of the other hotels in the Village. Special bus service is being arranged to provide transportation for visiting delegates to all parts of town.

"Nite on the Town" will start the convention on Thursday night.

BUSINESS SESSIONS of the convention will be held at the Recreation arena on North Indian avenue. Elections will also be held there.

Paul G. Hoffman will be the speaker of the evening at the

See **JAYCEE**, Page 2a



PREPARE FOR CONVENTION — Ira Kaye, state Junior Chamber of Commerce president, second from left, was in Palm Springs this week to map plans for the big state convention scheduled here April 29-May 2. Confering with him at El Mirador on plans are Fred Weigel, publicity director, left, and Dr. Charles Johnson, past state president and Bill Foster, committee chairman for the local Jaycees.

Patton Memorial Project Speeded at Meeting Here

Organizational sub-committees were appointed and policy decisions made at the first meeting of the General George Patton Memorial Committee held Tuesday evening at The Desert Inn.

Supervisor Homer Varner presided at the dinner meeting, which was hosted by Earl Coffman.

Emphasizing that selection of a site deserved first consideration, Varner named a sub-committee to investigate all possibilities and to bring its recommendation to the next meeting. Walter Pittman of Riverside was named chairman, and other members are Mrs. Emma Knight of Indio and Vince Palmer of Blythe.

THE GROUP DIRECTED the committee to limit its activities to the general vicinity of Camp Young, where General Patton was in charge of training his war-time armored group.

The site is to be not less than 10 acres nor more than 25, with frontage of at least 2,000 feet on one side of the highway. This last provision was made to exclude the possibility of anyone commercializing on the project.

Water for maintenance was stressed as a factor in site selection, and sources of water

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FATAL CRASH PROVIDES SOLUTION TO AUTO AGENCY BURGLARY HERE

Burglary of the Ed Thompson, DeSoto-Plymouth Sales and Service, 682 South Palm Canyon drive, during the early morning hours Tuesday was solved later that morning when the car of the suspects crashed into a power pole while they were enroute to their Los Angeles homes.

One of the suspects, Larry Richard Phrisco, 70, of Paradise, was dead on arrival at a Pomona hospital, and his accomplice, Howard S. Thornhill, 36, Los Angeles, is in the Los Angeles County hospital, receiving treatment for serious head injuries and lacerations of the face and neck.

THORNHILL is under guard, and will be returned here to face trial when he is physically able, Police Chief John S. Davis

reported. When possible, he will be questioned about other burglaries in this area.

Witnesses to the accident reported that the car went out of control while rounding a bend on Valley boulevard in Pomona, somersaulted twice and smashed into a power pole at 8:10 a.m. The car was demolished.

California Highway Patrol Officer J. E. O'Rear, upon discovering a typewriter, mechanics tools and cash and bonds in the car, telephoned Palm Springs authorities and asked if there were any wants on the car, occupants or contents.

CHIEF DAVIS immediately asked that the occupants be held.

All articles taken in the early morning burglary were recovered, including \$200 in cash.

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NEW RECREATION HALL — Ground was broken at Ramon Trailer Park Saturday for a new Recreation Hall, a T-shaped building 90 feet long. Charles Pierson, president of the corporation, turned the first shovel full of dirt. Left to right,

above, at the ceremony: Carl Anderson, Jerry Thompson, vice president; Svobit Thomason, Hazel Critchlow, treasurer; John Critchlow, Bill Veith, manager; Pierson, John Martin, Mrs. Edna Dickinson and Dr. A. E. Dickinson.

From Page 1—MORE ABOUT BOGERT

hotel and he accepted. There is no doubt in the minds of many who have lived here for a long time and who know Bogert that he would rather remain on the desert hereabouts than anywhere in the world.

He first came to Palm Springs in 1927, soon after leaving the University of California, in Los Angeles. It wasn't long until Bogert entered into the "swim" of events around Palm Springs. On leaving El Mirador hotel at the end of the 1937-38 winter season, he accepted a position as manager of the Palm Springs Racquet club. At the end of two winter seasons Bogert was figuratively "pushed" into organizing the Palm Springs Chamber of Commerce. Later he was to manage the then popular Rogers Stables for Trav Rogers.

WHEN WORLD WAR II broke out Bogert became a commissioned officer in the U.S. Navy and served in the Pacific Theater of War. He emerged from that branch of the service as a lieutenant commander. On his

return to Palm Springs he began toying with the idea of starting a dude ranch.

This dream was realized when, together with William Gilmore, San Franciscan, Thunderbird Ranch was constructed and operated from 1946 until 1951 when the grounds were converted into what is known today as Thunderbird Ranch and Country club.

DURING HIS WORK here as a publicity man for both El Mirador hotel and manager of the Chamber of Commerce, Palm Springs, then in swaddling clothes, received its widest publicity "breaks" in metropolitan dailies across the nation. The six-foot three-inch Bogert is married to petite-sized Janice, nee Bibb. The two met here in Palm Springs and exchanged marital vows July 23, 1941. They are the parents of three daughters: Denny, 12; Cindy and Donna 19 months.

"We are extremely thankful to have a man such as Bogert as manager of our hotel," E. Roy Fitzgerald declared.

Bogert was formally introduced as the new managing director of the hotel at the weekly El Mirador hotel cocktail party last night.

N.Y. Industrial Leader Stricken

William H. Mandeville, 64, Elmira, New York, died Sunday in his room at a local hotel, where he and other officials of the Tatcher Glass Manufacturing company were holding a convention. Death was due to heart disease, according to Chief Deputy Coroner A. M. Depew who investigated the unattended death.

Mandeville was vice president of the Elmira company. The body was returned by airplane to Elmira, New York, where funeral services will be held. Wiefels and Son Mortuary was in charge of local arrangements.

Marine Injured in Auto Wreck

Robert J. Stephenson, a marine stationed at the Twentynine Palms base, was given treatment at Desert Hospital Saturday evening following an accident on the Twentynine Palms road.

Stephenson told CHP officers that a front tire blew out and the automobile skidded 90 feet before landing on its side.

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"BEACHHEAD"

Jack Palance
Constance Smith
"MAN IN THE ATTIC"

COMING MARCH 31st
in Cinemascope
"Knights of the Round Table"

Two Injured in Auto Collision

Two passengers suffered minor injuries in a two-car collision at 8:23 p.m., Saturday, in the 1100 block of Indio Road.

A car driven by Harry Louis Yager, 51, Portland, traveling east on Highway 111, struck the car driven by Charles Leith Wheeler, which had turned onto the highway a short time before, according to Officer A. R. Budsey, who investigated the accident.

Injured were Bess F. Yager and Jaquin Fisher, both passengers in the Yager vehicle.

Supervisors Ask Action on Airlines

Resolution, adopted by supervisors Tuesday, was sent to the Civil Aeronautics Board, urging early action on applications for airplane feeder lines for county communities.

Action followed reports that one of the two companies seeking service here had asked a postponement.

From Page 1—MORE ABOUT JAYCEE

luncheon session on May 1. Bill Foster is convention chairman for the local Junior Chamber of Commerce and said that his committee is receiving hundreds of advance registrations already and that hotel reservations are now coming in for the event.

Local Bank Staff Member Feted

Mrs. Ruth I. Barnes will be the 119th woman in Southern California to complete a quarter-century of service with Bank of America, when she goes to Los Angeles tomorrow to be honored for her long service. She is assistant secretary in the escrow department of the bank's Palm Springs branch.

Since some of the women have retired, Mrs. Barnes will be the 96th who is on active duty now, to wear the organization's 25-year diamond service pin in the southern division.

She will be presented her pin at Los Angeles headquarters by A. J. Gock, chairman of the statewide firm's board of directors, before a gathering of senior officers and secretaries. Immediately following the presentation, she will be honored guest at a luncheon to be attended by headquarters personnel.

Mrs. Barnes began her long career as a young girl at a Los Angeles branch, where she went to work as a comptometer operator in 1929. Since then she has filled many posts, both at headquarters and in branches. She became the first woman teller at the big Los Angeles main office during the war-incurred manpower shortage in 1941. She got her first taste of escrow work there in 1948, and since then has had a wide experience with a variety of real estate loans and escrows. She came to Palm Springs branch just six months ago.

READ SUN CLASSIFIED ADS

The Desert Sun—2¢
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954



HONORED — Mrs. Ruth I. Barnes of the local Bank of America staff who will be honored tomorrow in Los Angeles with the presentation of a 25-year service pin.

From Page 1—MORE ABOUT PATTON

supply will be checked by Varner and George Gerwing, manager of the Riverside County Board of Trade.

NAMED TO A FINANCE committee are William Watson of Hemet, vice president of the Citizens National Bank, chairman; Coffman and Clarence Washburn of Indio.

The group decided to investigate possibilities of the State Park Service taking over the Memorial Park once completed. Plans for the Memorial to General Patton and the men who served under his command will be subject to suggestion from county residents, with school children to be asked to also submit their ideas.

Members of the committee present at the meeting were Varner, Knight, Watson, Pittman and Gerwing. Absent were John Allender of Indio, and Palmer.



WINGS OF GOLD — Marine Captain Kenneth J. Kopecky, son of Mr. and Mrs. James M. Kopecky of 657 S. Riverside drive, has received the "Wings of Gold" of a Naval aviator in ceremonies at the Naval Air station at Corpus Christi, Texas. The presentation, attended by his wife, the former Miss Joan F. Hansen, marked the end of nearly 20 months of intensive pilot training. He attended the University of Southern California before entering the Navy.

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Vera Ralston - Forrest Tucker - Joan Leslie
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with JUDY GARLAND and GENE KELLY
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EARLY BIRD SHOW EVERY SUNDAY
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MGM'S Thrilling True Adventure Story
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"THE GREAT CARUSO"
— Color by Technicolor —

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Thurs. - Fri. - Sat. **March 25-26-27**
Show starts 7:00 — Last complete show at 9:25

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A Wonderful Outdoor Story for the Whole Family!
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A METRO-GOLDWYN-PICTURE
CO-HIT **"TENNESSEE CHAMP"** • Shelley Winters • Color
Starts Sunday **March 28**
Fernando Lamas • Rhonda Fleming • Robert Ryan
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LAST DAY — J.R. in 3D — "THE FRENCH LINE" **COLOR BY TECHNICOLOR**
M-G-M's FIRST GREAT PRODUCTION IN CINEMASCOPE!
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THE MODERN MIRACLE YOU SEE WITHOUT GLASSES.
Knights of the Round Table
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ADULTS \$1.00 plus tax — CHILDREN 25c



(Gayle Studio Photo)
AT HOWARD MANOR — Donald Novis, above, appearing in the Manor Room of the Howard Manor, has had the Village in a singing mood since he started his engagement here.

Novis in Manor Room, Has Village in Singing Mood

Donald Novis, famous night club and recording star, has had Villagers in a singing mood ever since St. Patrick's Night. That's the night he started his current engagement in the Manor Room of Bob Howard's Howard Manor.

This singing mood, incidentally, is not only on the receiving end. For Manor guests have been singing the praise of Novis' outstanding voice and warm personality.

Novis' inimitable vocal presentations have long been on parade in major hotel and night club rooms and theaters

Two Named to Hotel Committee Four Dwellings Started in Week

Richard Outcault, Town House and Bungalows, and Evelyn Pell, Villa Royale, have been elected members of the Hotel division's advisory committee of the Chamber of Commerce, in a mail ballot.

They fill the vacancies created by the election of Harry Paisley as Chamber president, and the resignation of Ruth Hardy. Both Mrs. Hardy and Paisley continued as members of the group.

Savings Bond Sales in County Increase

Sales of U.S. Savings Bonds in Riverside county during January and February increased nearly \$140,000 over sales in the first two months of 1954. J. S. Bordwell, chairman of the county volunteer bond committee, announced Monday.

Series E and H sales in February of \$314,751.22 brought the two-month total to \$585,566.51 which, Bordwell reported, is 31 per cent or \$138,875.05 higher this year than January-February investments last year.

READS UNCLASSIFIED ADS



THE SURE TOUCH

There is perhaps no other service in which the "sure" touch is more important than that of the pharmacist who translates the doctor's prescription into medication. There can be no "guess work" connected with this painstaking profession. Every measurement, every drug must be the exact one. People whose health is vitally concerned recognize this. That is why, we like to feel, so many select this pharmacy. They know its long time service history, the skill and accuracy of the pharmacists within. They know, too, that every prescription is safely filled, available any time for the "sure touch" re-filling so vital to health.

VILLAGE PHARMACY
201 N. Palm Canyon Dr. Phone 4321

Proposed Blue Cut Road Receives Another Setback

Proposals for a new short cut road from Indio to Twentynine Palms via Blue Cut received another setback Monday when Assemblyman Lee Backstrand reported that the state legislative counsel had declared that the state highway commission cannot spend money to survey the road.

The project is not dead, he said, but early action by legislators on a resolution asking the commission to make the survey has been stymied.

Backstrand said that Riverside and San Bernardino county representatives in the state legislature may ask congress to order the survey.

Action by the legislative counsel, Backstrand said, was based on the fact that a large portion of the proposed road runs through the Joshua Tree National Monument which is under federal jurisdiction.

The department of the interior is strongly opposed to the road.

County supervisors asked for the survey after the Coachella Valley Advisory Planning Committee had adopted a resolution in favor of the new road.

Prudential Aids in Development of West Coast

Investment of \$50,894,724 in California real estate loans was approved by the Western Home Office of The Prudential Insurance Company of America during the first two months of 1954, according to Harry J.

Volk, vice president of western operations.

Of this total \$1,034,300 was for the purpose of financing the development of farm projects. A total of \$49,544,143 was for residential purposes and \$316,281 was for commercial and industrial properties.

During the sixty day period a total of \$61,783,529 was approved for loans throughout the entire eleven western states. Of this \$2,197,128 was for farm loans, \$58,903,190 for residential.

The Desert Sun—30 and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, March 25, 1954

tial, and \$683,211 for commercial and industrial properties.

LOSES WRIST WATCH
Loss of a wrist watch valued at \$30 was reported to police Sunday by Belle Hager, 100 Radio Road.

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The only impartial meat grading for quality is done by U.S. Dept. of Agriculture graders. The shield-shaped stamp indicates the meat's tenderness and flavor. Only top eating quality beef gets the USDA CHOICE stamp, the ONLY grade of beef cuts sold at Safeway.

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You pay no premium for premium quality when you buy Bel-air at Safeway.

Cut Green Beans	6 10-oz. pkgs.	99¢
Sliced Beans	French Style, 6 10-oz. pkgs.	99¢
Baby Lima Beans	Fancy Green, 10-oz. pkg.	19¢
Fordhook Lima Beans	10-oz. pkg.	19¢
Strawberries	Fancy Sliced, Sweetened, 10-oz. pkg.	23¢

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Such superb flavor only comes from Hawaii! 20-oz. can 25¢ 30-oz. can 29¢

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Use with Lalani for the sweetest, tenderest Pineapple Upside Down Cake! Directions on package! 40-oz. pkg. 36¢



Check These Values	
Preserves	Tea Garden Strawberry 20-oz. glass 47¢
Cream of Wheat	14-oz. pkg. 20¢
Suzanna Pancake Mix	Regular or Quick (28-oz. pkg.) 33¢
Pancake & Waffle Mix	20-oz. pkg. 18¢
Aunt Jemima brand.	20-oz. pkg. 20¢
Sleepy Hollow Syrup	12-oz. bottle 27¢
Vermont Maid Syrup	12-oz. bottle 29¢
Red Oil Polish	8-oz. bottle 15¢
Old English brand.	

PRODUCE AT LOW PRICES

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YELLOW ONIONS Mild, Tasty! lb. 3¢

FRESH CELERY Adds that "second-helping" goodness to hamburgers, salads, stews. UTAH TYPE Crisp, tender stalks lb. 5¢

Right to limit reserved. No sales to dealers. Sales tax added to retail prices on taxable items.

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In Vacuum cans or in paper bags.

Edwards	1-lb. can	99¢
Nob Hill	1-lb. bag	96¢
Airway	1-lb. bag	94¢

INSTANT COFFEE

Edwards Pure	2-oz. jar	57¢
	4-oz. jar	1.09

Canterbury BLACK TEA

Pekoe & Orange Pekoe blend.

16-bag pkg.	18¢	48-bag pkg.	43¢
1/4-lb. pkg.	32¢	1/2-lb. pkg.	59¢

Additional Meat Section Values

CHUCK ROAST BLADE CUTS (Round Bone lb. 49¢) lb. 45¢

Shoulder Roasts cut from U.S.D.A. CHOICE BEEF.

BOILING BEEF PLATE MEAT From U.S.D.A. CHOICE Beef, lb. 12¢

SHORT RIBS U.S.D.A. CHOICE BEEF Good and meaty! Braise or bake. Rich in protein. lb. 19¢

OYSTERS 12-oz. jar 63¢

Frying Chickens Manor House lb. 55¢

Gov't Grade A. Eviscerated, cut-up. Quick-frozen. Buy extra packages; store in Freezer Chest.

Ground Beef Visking Packed lb. 39¢

Freshly made from selected beef.

Dry Salt Pork For Seasoning lb. 49¢

GRADE AA EGGS

There are no better eggs than

CREAM O' THE CROP

Large Size doz. 51¢

Sea Foods for Lent

Halibut Steaks 1-lb. pkg. 59¢

Captain's Choice brand.

Whole Whiting 1 1/2-lb. pkg. 35¢

Captain's Choice brand.

Swordfish Steaks 12-oz. pkg. 65¢

Curtsy BAKERY SPECIAL



APPLESAUCE RING SPECIAL 49¢

Moist, tender, baked the Curtsy "home ingredient" way!

Other Baked Foods

Raisin Nut Bread standard loaf 25¢

Skylark brand. Freshly-baked.

Skylark Bread large std. loaf 26¢

Wheat or Enriched White.

Nut Puff Cookies 6-oz. pkg. 25¢

Jane Arden Butterscotch.

Sandwich Cremes 12-oz. pkg. 29¢

Melrose Cookies. Assorted.

Lucerne Dairy Foods

Prices in local milk marketing area only.

Half & Half pint carton 44¢ quart carton 43¢

Half milk, half cream. Homogenized.

Nonfat Milk quart carton 12¢ half gallon 21¢

Buttermilk quart carton 16¢ half gallon 30¢

SAVE 25¢

on 25-lb. bag Kitchen Craft Flour. Use coupon attached to bag.

KITCHEN CRAFT FLOUR

25-lb. bag 2.29 with coupon 2.04

Offer expires April 4

ROYAL SATIN SHORTENING

1-lb. can 29¢ 3-lb. can 79¢

SPRY SHORTENING

1-lb. can 31¢ 3-lb. can 87¢

PRICES EFFECTIVE THURS., FRI., SAT., MARCH 25, 26, 27, 1954, AT SAFEWAY STORES IN THIS AREA.

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350 So. Palm Canyon Drive . . .

STORE HOURS

Mon. thru Sat. 9 a. m. to 8 p. m. Sunday 9 a. m. to 6 p. m.

Career Session to Hear Talk by Dr. Arthur Bietz

Dr. Arthur L. Bietz will speak at the Career's Conference at the high school to Junior and Senior high school pupils on the subject "Building a Successful Life" at 9 a.m., March 31. At noon he will speak to the Rotary club at the Tennis Club on "Challenge of Freedom."

Arthur L. Bietz, M.A., Ph.D., graduate work at the University of Southern California, is a member of the American Psychological Association; member of the American Association for the Advancement of Science; Member of Honorary Scholarship Fraternities, Theta Phi and Phi Chi Phi; formerly a member of the Board of Directors of the Los Angeles Psychiatric Service; Professor and Clinical Psychologist at White Memorial Hospital and School of Medicine, Los Angeles.

Dr. Bietz is listed in Who's Who in American Education; in the directory of the American Psychological Association, and "Who Knows What," published by Who's Who in America.

He is author of six books: "Conquering Personal Problems"; "In Quest of Life," "Guidelines to Happiness," "The Know-how of Living," "Eternal Truths," and "Pulling Life Together."

He has been in demand as a lecturer in various parts of the United States in his single and series lectures on psychology, and subjects relating to sociological or political problems viewed from the angle of dynamic factors in human nature.

Dr. Bietz, in addition to being a scholar of note, has a magnetic personality and presents his material in a human and witty style. He is fundamental; he is interesting, and he has a message. His lectures are immensely helpful—as well as entertaining and humorous.

Stoner Awarded Concessions at Gallup Program

Dale Stoner, Palm Springs concessionaire, has been awarded exclusive selling rights for the third consecutive year at the Inter-Tribal Indian Ceremonial at Gallup, N.M., in August.

The Ceremonial, which will complete one-third of a century of annual programs with its 33rd showing this year, will be held Thursday through Sunday night, August 12-15.

The oldest and largest exhibition of its kind in the country, the Gallup Ceremonial features more than 500 dancers from 35 midwestern and southwestern tribes in strange and beautiful rituals and dances.

Also a feature is the extensive display of authentic Indian arts and crafts displayed by more than 50 dealers from cities throughout the west.

The Desert Sun—4¢
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954

ESTABLISHED 12 YEARS THE BARBER'S Home Closing & Opening Service

Just take your bags with you—and leave the rest to us.
No worry or fuss — everything is properly done.

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P.O. BOX 268, PALM SPRINGS

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Entire stock of pottery and many
hundreds of varieties of

CACTUS and SUCCULENTS

Both large and small varieties from all over
the world, including Africa, South America,
etc. Also all the California natives.

Act Now For Best Choice and Widest Variety

Interstate Inspection Certificate furnished to take or ship
plants to any place in the country.

C. D. YOUNG CACTUS GARDENS

ON HIGHWAY 99 — SIX MILES EAST OF BANNING

Same location and management for 25 years



INK SPOTS — Bill Kenny and his Ink Spots are at their supreme best in their first appearance in Palm Springs. Heralded as one of the finest groups of entertainers on the American stage today, Kenny and company have certainly lived up to that reputation here, if the acclaim they receive from the cash paying customers in the Starlite Room of the Chi Chi is any barometer. Sue Carson, singing comedienne and impersonator in second place on the bill could very well star in any night club. The show is well rounded with the dancing of Nancy and Michael Mann.

RED CROSS DRIVE NOW \$3000 SHORT OF QUOTA

Red Cross fund drive reached the four-fifths mark this week, with \$12,000 of the \$15,000 having been contributed by Palm Springs residents, Chairman Howard Morris reported.

Response during the past week has been excellent, Morris said, with all departments of the campaign except one showing excellent progress.

He listed that department as advance gifts, and explained that response from Villagers has been diminishing steadily.

A new letter to all persons will be sent this week, asking them to send in their contributions as soon as possible, he added.

"Let's go over the top before March 31, when the campaign officially ends," was his plea.

DINNER FOR CABINET MEMBER TO BE SELLOUT

Ticket sales for the Republican dinner honoring cabinet member Oveta Culp Hobby at the Shadow Mountain Club April 6 are outstripping all expectations, according to Mrs. Jack Kenaston and Mrs. Charles Farrell, joint ticket chairmen.

In addition to tickets regularly on sale at the Republican Dinner Headquarters at the Fiesta House on the Desert Inn grounds, individuals are competing to make the event a success by personally selling a number of tickets. Among those already doing so are Ruben Fleet, Paul Helms, William McKay, Charles Becker, Charles Farrell, Ned Bishop, Ralph Singer, Nate Milnar, Frank Bender, J. Ross Clark II, Stewart Weiss, Mel Eaton, Joe Dyer, and Fred Karlen.

Tickets are priced at \$35, of which \$30 goes as the individual's donation to the Republican party fund for the year.

They may also be obtained by mail order, accompanied by a check.

Mrs. Hobby, who will be working on a tight six hour stop-over schedule on her Palm Springs visit, has been offered a plane and crew by Mrs. Jacqueline Cochran Odum, of India, if it is needed to ease her time-table here.

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Sheriff's Relief Association to Put on Rodeo

At a meeting of the Riverside County Sheriff's Relief Association last week, Sheriff Joe Rice announced that plans were nearing completion for a Rodeo, to be sponsored by the association. Sgt. Gilbert R. Mundy, association president, revealed that there would be a parade through the streets of Riverside the afternoon of May 8 and the first performance would begin at 7:30 p.m. that evening. There would be a repeat show on Sunday, May 9. Sanctioned by the Rodeo Cowboy Association the two-day event will provide championship points to winners of the six scheduled events.

Singing warms the blood, declares a New York doctor. Some of that heard on TV positively makes it boil.—P-K Sideliner.



In spite of "The Wind and the rain (and the earthquake)" in our hair" out here in our wonderful Rancho Mirage, a very good piece of luck came our way (and yours, too), for I have another guest or "ghost writer". But this hombre is no ghost, not by a long shot. He's known and loved by all of you, and I am more than pleased to have him handle this column. My lovely blonde wife, her sister Molly and I took a flying trip to Chicago to see their sister—that lovable gal who was such a part of the growth of Rancho Mirage, Sally—now the wife of the vice-president of the Norge Company, S. S. Battles. With this brief note of introduction, I'll let you meet everybody's friend (King) Arthur Lake—or as he's known to all of us—"Dagwood".

Howdy folks! — this is going to be a real guest column because I am a real guest at Don's house and you can guess why I am a guest columnist while being a guest guessing how to get out of this—well, anyway, here goes, it sure is a pleasure to bang out a few paragraphs about what's been happening out here in this "Paradise Not Lost" section of the desert. My wife Pat and our two kids — Arthur Patrick and Marion Rose received an invitation from Don and Isabelle to come out and visit for a spell. We whipped out with our trailer wagging its red light behind us and while we were winding our way down here with our "Short, Short Trailer", I started to pass one of those monster type trucks and it seems that another monster type truck came galloping towards us in the opposite direction—a rather embarrassing situation—so if you know of anyone who would like to buy a long, thin trailer call Jerry Dreier at The Palm Valley Trailer Village—Kenneth Cathrow, manager of The Shadow Mountain Club, called and asked if Pat and I would m.c. their always-popular "Coronation Night"; we accepted; we went; we gave our all and we had a ball. Sally Leslie, so called secretary for the club, and Mrs. Hazel Sargent made Pat and me and our guests, Rose Davies (Patricia's pretty mamma), Beth Beldon, and Graham Alexander, Don's office-manager really feel at home. The room was packed with over 200 guests and they all had a fine time. The Queen for the night was lovely, gracious Mrs. Louise Olsen and she really enjoyed the many prizes that the local merchants gave away to her. The balance of the evening was given up to dancing to Hal Pruden's fine orchestra. Of course all the gals on the committee were committing, especially Bobbie Reichert, Charlotte Stewart, Connie Roseworth, Evelyn Hackborn, Polly Wilson and Hazel Sargent.

Pat and I have never received such a kind, warm reception and everyone gave away to her. I had a night fit for "any King or Queen".

Before Don and Isabelle and Molly took off for Chicago, we all got such a big kick out of Don's trying to get Rose Davies' wonderful little French Poodle, "Token" clipped. Don went to the local animal doctor but he apparently had lost his shears, as had several kennel clinics in Palm Springs. Finally he got "Token" groomed at Betty and Perry Stone's handsome clinic on Sunny Dunes road. Now "Token" rules the Rose Davies roost in a French Butch hair-do, and all is well. Our little Peke, "Hedy" took one look at "Token's new look" and now she's yapping all over the house for the same!

While I was in Don's office (and how it has changed, for business has been improving steadily) and Don and Isabelle have added three new members to their staff! I met Anita Haskell Jones for the first time. A very charming girl, who really loves to talk about horses, her attractive daughter and the Los Compadres Club that she and Dottie Higgins have done so much for. We are only sorry that Anita doesn't live out here in Rancho Mirage; people—nice people—like her are needed in such a growing community as ours.

Before we sign off we might mention that we heard that the Texaco Oil Company is going to put in a \$350,000 oil rig and start drilling for oil out here in Rancho Mirage — about a mile and a half from their office . . . so pretty soon Don and Isabelle and their gang will be able to watch 'em dig for that wonderful black stuff by just looking out of their spacious office windows . . . bye, bye for now and we sure hope a lot of you people will move out to Rancho Mirage — what more could you ask for than such a lovely place as Rancho Mirage to bring up your children, and in addition you also get to know those two grand characters Don and Isabelle, Finis.



(Anderson Photo)
HAPPY BIRTHDAY — Lovely Boni Buehler, center, celebrated her birthday at a party at the Racquet Club Saturday night. Shown with her are Sammy Sontag and Marjorie Millar.

Desert Art Center

By JEANE COUTTS ANGUIANO

March 20 and 21 on Fay Leibling's corner property it was heart-warming to see the grand response to the Art Mart put on by the artist members of the Desert Art Center, reminiscent of the days when many of the same artists exhibited and sketched in the Plaza a few years ago. At the Art Mart weekend visitors enjoyed the display of paintings and watching artists such as John Hilton, Jana, Nancy Barnhisel and Axel Linus at work. A great many paintings were sold proving the Art Mart to be profitable.

Among the artists who were present attending their own exhibition were: Pascal Hyde, Rosa Cassidy, Jane Hamilton, C. L. Yearsley, Brownell McGrew, Wilton McCoy, Axel Linus, Billi Williamson, James Wolseth, Stirling Moak, Dorothy Burgess and Joan Cromwell. Some artists who were absent also had paintings on display and they can be pleased to know that they were displayed well and to advantage. Mavaureen Auld who exhibited plans on exhibition of her students works.

An example of painting and writing going hand in hand is Nancy Barnhisel who was also exhibiting and experimenting with casein as a quick sketch medium. She has been painting for only three years and before that she wrote love stories.

Extraordinary photographs were exhibited by Collis H. Steere who enjoys the photographic art. Some of his pictures were colored by Bernice Rockwell who is a painter and an active member of the Desert Art Center. She has contributed her time and effort taking the place of Mrs. Miriam Williamson on Wednesdays to manage the Desert Art Center.

in Rancho Mirage — about a mile and a half from their office . . . so pretty soon Don and Isabelle and their gang will be able to watch 'em dig for that wonderful black stuff by just looking out of their spacious office windows . . . bye, bye for now and we sure hope a lot of you people will move out to Rancho Mirage — what more could you ask for than such a lovely place as Rancho Mirage to bring up your children, and in addition you also get to know those two grand characters Don and Isabelle, Finis.

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• Close to Stores, School, Church, Transportation.
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Aluminum windows, steel sliding glass doors, natural wood cabinets in kitchen, beamed ceilings, many other fine features. Well located in good districts.

See them today at

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618 MESQUITE AVE. Price \$16,500
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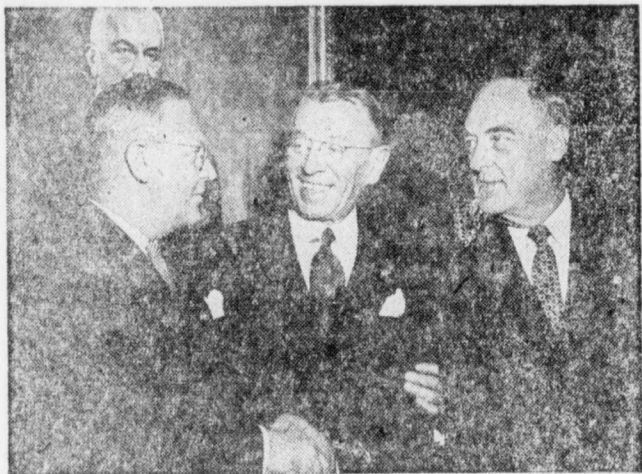
Open for inspection afternoons or call at our office at
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NEW PRESIDENT FOR BANK OF AMERICA—S. C. Beise, left, newly elected to head the Bank of America as president, receives the congratulations of A. J. Gock (center), chairman of the bank's board of directors, and Carl F. Wente, retiring president whom Beise was elected to succeed. In the background, an oil painting shows the founder of the bank, A. P. Giannini, who would have viewed this scene with approval, since Beise was one of his "discoveries" as a young man. He joined the bank in 1936.

Name Slaughter as GOP Official

Warren Slaughter, president of the Palm Springs Republican Assembly was named area vice president at the state convention of the membership held this week at Sacramento.

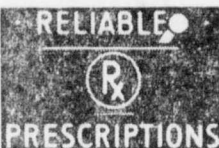
As vice president, he represents Riverside, San Bernardino and Imperial counties.

This area is one of four new districts formed in the state, increasing the total from seven to 11.

CLOTHING STOLEN

Theft of clothing valued at \$95 from his parked car in a parking lot in the 200 block of North Indian avenue, was reported to police Saturday by M. L. Walker of Temple City.

The Desert Sun—5¢
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954



Ramon
We Give S&H Green Stamps

S. C. Beise Heads Bank of America

S. Clark Beise, son of a country doctor, and one who as a youth yearned to be a banker rather than follow his father's profession, today had achieved the highest post in private enterprise banking.

Beise has been named president of the Bank of America, world's largest bank. He was elected to that office last week by the bank's board of directors as successor to Carl F. Wente.

The appointment takes effect at the month end, when Wente attains the age of 65 and retires as an acting operating officer of the bank. Wente will retain his seat on the board, however, and will also maintain some of his committee appointments.

Wente had previously retired at 60, but was called back to take the presidency on the death of L. M. Giannini in August, 1952.

Palm Desert Would Quit Water District

Palm Desert wants to get out of the Coachella Valley County Water District.

Dudley Steele, spokesman for Palm Desert, Tuesday asked directors of the CVCWD for procedure on withdrawing. He said the area was "paying taxes for water it didn't get."

Directors of the district did not act on the petition.

Flames Destroy Southern Pacific Depot at Garnet

Flames totally destroyed two buildings at the old Southern Pacific depot at Garnet on North Indian avenue Monday night after firemen from four desert communities fought for three hours to control the fire.

They were hampered by a stiff 35-mile-an-hour wind.

Destroyed were the main freight depot and a section hand housing structure. Both were unoccupied at the time.

The new overpass on Indian avenue over the Southern Pacific tracks was not damaged and train service on the main line was uninterrupted by the fire.

California Division of Forestry trucks from Desert Hot Springs and Cathedral City and volunteer fire departments from Desert Hot Springs and North Palm Springs fought the blaze until 2 a.m. Tuesday.

Cause of the fire was not determined and Southern Pacific investigators and CDF authorities are seeking the cause. It is believed the blaze may have been started by Mexican vegetable campers in the buildings.

Huge Economic Loss Involved in Traffic Accidents

Here's the way the money goes.

The average California family's share of traffic accident costs amounted to ten dollars per month during 1953. On a per capita basis, accidents cost each resident of the state \$30 per year.

Total economic loss last year is placed at \$320,245,000, according to an announcement released by the California Highway Patrol. This total is reached by multiplying \$95,000, representing the average cost of one traffic fatality, by the total of 3371 fatalities suffered in traffic collisions in the state last year.

THIS FORMULA allows for injury and property damage accidents as well, and includes wage losses, medical expenses and professional services, and auto repairs, costs that must be shared among all the people.

"While the loss of human life can never be reduced to terms of dollars and cents, and while there is no possible way of compensating for these tragedies, lives can be saved, painful and permanent injuries can be prevented, and millions of dollars in property damage can be prevented by defensive driving," declared B. R. Caldwell, commissioner of the Highway Patrol.

"THE ECONOMIC LOSS in traffic accidents for 1954 has already reached a figure in excess of \$50,000,000," he pointed out.

Caldwell suggests that every motorist approach traffic problems assuming that every other motorist is going to make a mistake.

LOSES TICKET

Loss of two Southern Pacific railroad tickets from Palm Springs to Chicago, was reported to police Monday by Sam Weiss of Chicago.

New Quake But No Damage in Village District

Southern California was jolted by another earthquake Monday night but no damage was reported at any place.

In Palm Springs and surrounding area the shock was felt at 8:15 p.m. It was but of brief duration and was listed by seismologists as having an intensity of three on the Mercalli scale of 12.

The tremor was general from El Centro to Los Angeles.

Here the main effect of the shock was a number of telephone calls to police asking information on reports from other cities in the southland.

Foot Notes

By LYNN EMRICK

Most everybody's heard of babies being abandoned at doorsteps but here's something new. Last Tuesday night I found a carton at the Museum door. Guess what was inside? A desert tortoise! As I said to Dr. C. E. Smith, director, now we've got one more mouth to feed. Our King Louie is strutting around like a peacock. You see the new addition happens to be a lady tortoise, Louise is shy. Perhaps it's because she was deserted or maybe because she's penniless. Our Louie is worldly and rich. Everybody loves him and how familiar he is with the girls! Whereas Louise is an unknown. Louie tries to court her but she remains coy: maybe she wants to make sure 'tis real. As time goes by love may conquer all.

There is no definite way to determine the exact age of our tortoise but Louie must be about fifty and Louise is near forty.

Tortoises are vegetarians. We feed our lettuce and now that verbaena is blooming we give them the blossoms. (Maybe Louise will become sweeter, verbaena blossoms have a delightful sweet fragrance.) The chief activities of tortoises are sun-basking, traveling, eating and digging. They obtain their moisture from plants. Their scale-covered shells and horny skins, which are practically waterproof, reduce evaporation from their body surface to an almost zero minimum.

So many of our Museum guests say when they see our three baby tortoises, "Aren't these turtles sweet!" I explain that they are tortoises and not turtles because they live in the desert whereas a turtle's habitat is water and land. Dr. Edmund C. Jaeger goes into detail of these differences in his book, "Our Desert Neighbors."

Children love our tortoises and on occasions I let them pet them. It might be a good idea for parents to present their tots with a tortoise as a gift. They make wonderful pets. If you acquire a tortoise as a pet please give it plenty of sunshine, loose earth or sand and feed it lettuce, or other coarse greens which are necessary for the preservation of its health.

WALLET IS LOST

Loss of a wallet containing \$25 in cash and personal identification was reported to police Monday by Pauline Brubaker of Los Angeles.

Supervisors Start Action on Budget for 1954-55 Year

Budget time is nearing again at the courthouse and supervisors Monday instructed chiefs of all county departments to prepare tentative budgets for the fiscal year which begins July 1, 1954.

They were ordered to have their preliminary budgets in the hands of County Auditor Ray Hicks by May 14. Soon after that, supervisors will begin work on the budget for the 1954-55 year.

ALL DEPARTMENT HEADS will be interviewed by the board in an effort to keep the county tax rate at the present figure of \$1.63 per \$100 valuation.

The total of appropriations for the current fiscal year is \$18,181,537 and that is the greatest total in the county's history.

It is expected that the total appropriations for next year's budget will be at least that great and probably greater.

Most of the county's 1200 employees are due to get scheduled salary increases at the beginning of the new fiscal year.

IT IS HOPED that an increase in the county tax base will help take care of a substantial part of any increase in the costs of government.

The property tax base for the current year is about \$283 million which is about \$18 million greater than the past year's base.

The \$18 million meant about \$300,000 more income to the county government in property taxes without an increase in the property tax rate.

COUNTY OFFICIALS hope that the base will grow a similar amount this year and produce that extra income.

Building departments throughout the county are still reporting booming construction and it appears likely that there will be a growth in the tax base approaching that of last year.

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39th National Orange Show Opens Today for 11 Days

Oldfashioned in theme but modern in scope and design, the thirty-ninth annual National Orange Show, long considered one of the nation's outstanding agricultural expositions, will open in San Bernardino today for a run of eleven thrill-packed days.

Hundreds of thousands of choice Navel oranges, garnered from the vast Southern California groves, will be used in dozens of glittering exhibits to carry out the colorful theme of the 1954 citrus classic, "Down Memory Lane."

No effort has been spared to make the 1954 exposition one of the most outstanding ones in its long successful career, according to Ken W. Dyal, San Bernardino postmaster and president of the 1954 National Orange Show.

Top-flight radio, TV, film and night club performers have been booked by the National Orange Show management for the entertainment of the thousands of visitors expected to flock to the National Orange Show Park. Almost continuous entertainment will be afforded on the main stage in Swing auditorium and the show grounds.

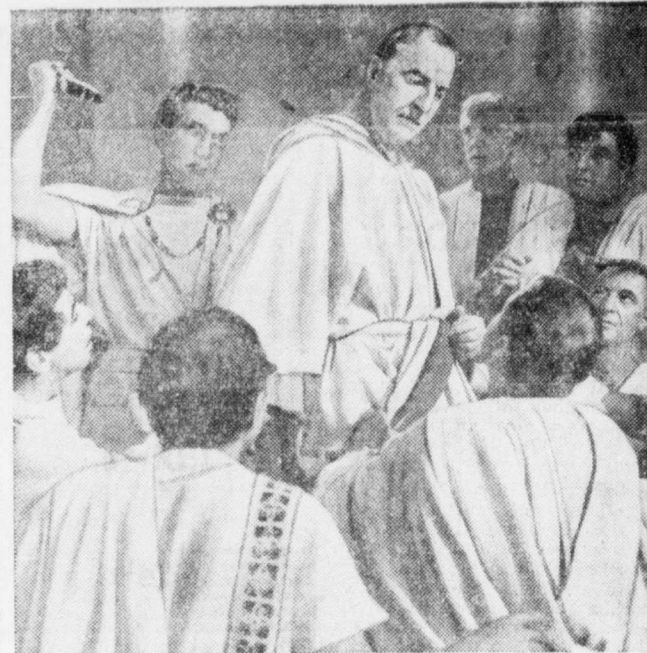
Board Takes Over Zoning Decisions

Supervisors Monday adopted an ordinance which will give them final decision on all zoning variances. Under the former county measure, final ruling rested with county planners.

The measure was adopted to give supervisors final say on applications for zone variances in the event race track permits are granted in the county.



GOLDEN ORANGE QUEEN—Beautiful Barbara Webb, 17-year-old Hemet high school senior, chosen California Orange Queen to reign over the National Orange Show. Jolls contentedly on her royal couch of oranges preparatory to the opening of the glittering citrus classic today.



AT THE EL PASEO—The first blow against Julius Caesar (Louis Calhoun) is struck by Casca (Edmond O'Brien) in the dramatic assassination scene of "Julius Caesar," M-G-M's tittimization of the great Shakespearean play which opens at the El Paseo Theater March 31. Others in one of the screen's most notable casts are Marlon Brando, James Mason, John Gielgud, Greer Garson and Deborah Kerr.

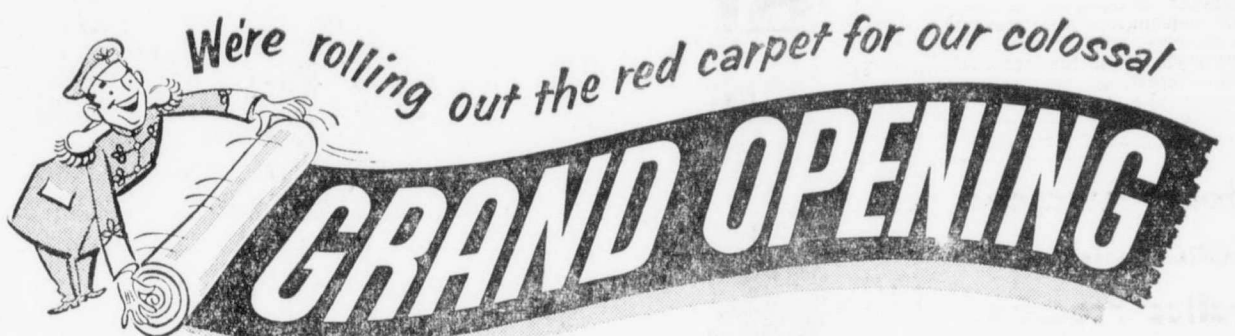


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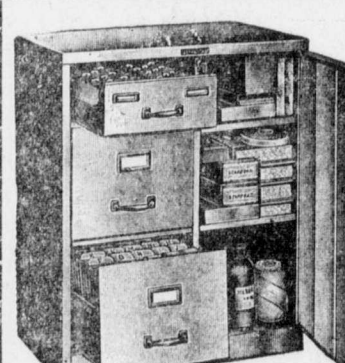
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SMOOTH AS SILK — The Three Jones Brothers, currently entertaining at Dave Lyons' Saddle and Siroin produce the kind of music delightful to hear. In addition, all three brothers vocalize the type of songs that has resulted in pa-

trons returning again and again to listen to the trio. Max Jones on the drums does an excellent job and Clyde at the piano equally as well. Herbert on the vibraphone is exceptionally expert with his hammers.

Confident Living

by

NORMAN VINCENT PEALE

How to Find a Brighter Outlook



So many of my readers have written asking how to overcome depression that I have lately been investigating various techniques for finding a brighter outlook. And, as a result, I have become convinced that no one needs to be a victim of depression or discouragement. I believe that any individual who sets his mind to it can live with hope, eagerness, delight, enthusiasm and power.

Of course, you must realize that there is a cyclic rise and fall in human moods, just as there are cycles in other forms of earthly existence. All of us have our emotional ups and downs, but I am certain that you can keep these mood cycles on a relatively high level so that, even in the down sweep of the cycle, you can be elevated in spirit.

I have mentioned before the wonderful Bible text: "Who hath called you out of darkness into His marvelous light." That means simply that God has called us out of the shadows of depression into the brightness of His joyous living.

How do we find this brightness? There are almost as many ways as there are people. I got the quickest answers to this question from two eleven-year-old girls. One told me, "Why, when I begin to feel a little low, I go home and change my clothes." I suppose that's why women are always buying new hats. It lifts their moods.

The answer from the other little girl was just as good: "I just sit down and talk it all out with myself and with my mother. I get it all out of my system."

A man told me that when depressed he sits down and writes out a list of all the things he has to be thankful for. He says he can cover reams of paper with reasons for happiness when he gets started. And another man has a method I can only recommend for those whose neighbors aren't too close. He goes home and sings in the shower bath.

Still another man thinks of all those who are worse off than he is. Soon his self pity changes to sympathy.

Too Close

Another Autoist is Given Citation

Peggy Jean Weitzel, 17, Monrovia, was cited for following too closely after an accident at 3:30 p.m., Saturday, in the 100 block of North Palm Canyon drive, in which her car struck the stopped car of Ann Bakeman, 17, 1440 South Calle Marcus.

Miss Bakeman had stopped her car to permit a pedestrian to cross the street. She was cited for not having a driver's license in her possession.

Damage to the Weitzel car was estimated at \$150, and to Miss Bakeman's car \$100.

Thrifty to Stage

Another Contest

Saturday, March 27, is the deadline for entering the big free Chevrolet contest which is currently being conducted by Thrifty Drug Stores throughout California.

Winners of the two 1951, Series 210, Chevrolets will be announced Saturday night April 3 at 8 p.m. at the Rodeo and La Brea Thrifty Drug Store in Los Angeles.

There is nothing to buy; no jingles, slogans or gimmicks in the big Thrifty Drug Store Chevrolet Contest. Enter the contest at any Thrifty Drug Store until closing time March 27.

The Desert Sun—6c and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, March 25, 1954

All of these methods are good, but none of them are really profound enough. They can only superficially relieve depression. We must have a basic answer, for this is a great problem. Millions of people, according to some authorities, are victims of mild depression. This is marked by discouragement, loneliness, a disconsolateness, a feeling of inferiority, an inability to enjoy themselves, a sense of some shadow hanging over their lives. They are the kind of people who go around saying, "Oh, what's the use?" and "It's never going to be any better" and "I'm a flop."

There is one basic answer to all of this, one sure way to a brighter outlook. It is the technique of positive affirmation. Affirm that God is with you, that He is helping you, that He is filling your mind with peace and joy. If you condition your mind in the belief that Almighty God is right by your side, you will in time develop an outlook incapable of discouragement. This is one of the greatest techniques of confident living and as you sincerely practice this pattern of thinking, your feelings of depression will soon pass away. A wise old Scotsman said something which always helped me, "I find that even in ill weather when He is by my side I walk on the sunny side of the brae."

When you move away from God, the longer and deeper the shadows become. When you are near to Him the light is so strong there can be no shadows. Consequently when you feel depression and discontentment, simply affirm, "I live with God." Continue this affirmation until your mind becomes filled with God's presence. Depression will lift in proportion to how effectively you recondition your thoughts.

So this is the answer. If you want a brighter outlook, if you want to conquer discouragement and pessimism, if you want to know the full joy which life is capable of giving you—live with God. Tolstoy who made his way out of depression, said, "To know God is to live." Then the shadows will fly away and each day will be bright with optimism, courage and power.

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WOULD YOU ENJOY \$16,000 A YEAR, an unusual MODERN 4 bedroom home, with pool and high class tenants. Total Price \$147,500

BUSINESS IS GOOD with owners of this 7 UNITS 800 block North Indian Avenue — 115' frontage. Beautiful grounds. ILLNESS FORCES SALE. \$20,000 will put you in possession of this property.

PALM CANYON DRIVE entrance to 3 rentals with room for additional units or shops. C-1 zone. CENTER OF TOWN \$4,000 down and \$100 a month will give you possession.

MUST SELL TO SETTLE ESTATE. Corner R-3 Lot 170'x145'. Near the El Mirador Hotel. See and make offer today.

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1059 N. Palm Canyon Dr. Phone 3673

ASSOCIATE BROKERS John C. Davis Earl Chamberlain

County Group to Aid Cities Study Civic Centers

County building commission of which John W. Williams, local realtor is a member, announced this week that it will enter cooperative studies with any city which proposes a civic center to house city and county offices.

At present, the building commission, which was created by the supervisors last year to give them advice on the county government's building problems, is making a cooperative study with the city of Indio.

The building commission said it will appoint a subcommittee from its membership to deal with each proposal for a civic center.

A subcommittee of the building commission is expected to meet soon with a subcommittee of the Indio planning commission on the proposal for Indio.

Members of the building commission said they believe joint civic centers deserve serious consideration.

They said a joint center offers many advantages in convenience to citizens dealing

Dick Mabrey to Head Local Elks in Coming Year

Palm Springs Elks Lodge, B.P.O.E. No. 1905, held their annual election last Thursday night, March 18 and the following officers were elected: Exalted Ruler, Dick S. Mabrey; Esteemed Leading Knight, R. G. "Bob" Forsyth; Esteemed Loyal Knight, A. Gus Kettmann; Esteemed Lecturing Knight, A. F. "Rudy" Salazar; Tiler, Louis Kraft; Trustee, five-year term, Fred Hathaway; Trustee, two-year term, Alvin Weingarten; Secretary, Arthur L. Studebaker; Treasurer, Dan Flax; Alternate Representative to the Grand Lodge, William M. Olsen.

The new officers will be installed at the lodge on Thursday, April 1, and numerous visiting officials are expected from out of town for the ceremonies.

with government and to officials of government.

2nd Annual TOURNAMENT OF CHAMPIONS April 22-25

Twenty of the world's greatest golfers competing for **\$35,000 in CASH AWARDS**

an additional \$35,000 donated to the **Damon Runyon Memorial Fund**

GENE LITTLER • ED FURGOL • AL BESSELINK • DOUG FORD
CARY MIDDLEOFF • WALTER BURKEMO • DICK MAYER
EARL STEWART, JR. • DUTCH HARRISON • TED KROLL
DAVE DOUGLAS • ART WALL, JR. • ED OLIVER
LLOYD MANGRUM • SHELLEY MAYFIELD
LEW WORSHAM • BOBBY TOSKI
FRED WAMPLER

Giant Calcutta Dinner April 21

Big Tournament Week Floorshow!

All new **LATIN QUARTER REVUE**

In the world-famous **PAINTED DESERT ROOM**

Wilbur Clark's DESERT INN COUNTRY CLUB

Las Vegas, Nevada

Three from City Attend County Rally at Blythe

Earl Hough, representative of the Palm Springs Chamber of Commerce, Francis Crocker and Chamber Manager William Dunkerley attended the March meeting of the Associated Chambers of Commerce of Riverside county held at Blythe.

Pay for Hospital Care is Sought

Action to collect payments from patients at the county general hospital who can pay. The three local men extended an invitation to the Associated Chamber to hold its May meeting in Palm Springs. President Clarence Washburn of Indio presided at the session.

They ordered a study of the situation after Supervisor Irwin Hayden said that many patients, given free treatment as need persons, are able to make payments on automobiles or buy other property after their discharge. Supervisors agreed to make a study of plans for more vigorous efforts to collect in such cases to "lighten the load on tax-payers."

Exemptions

Today, Saturday, Last Days Here

Today and Saturday are the last two days during which veterans and churches may file tax exemptions in Palm Springs, Frank Berchfield, county assessor, said Monday. After next Saturday, tax exemption claims must be filed in his office at Riverside until the deadline day.

CLEARANCE VALUES

IN MAHER FURNITURE

118 SELECTIONS **MATTRESSES & BOX SPRINGS**

Factory close-outs of high grade manufacturer. Made to retail up to \$69.50.

1 and 2 of a kind. **\$33.75 EACH PIECE**

OTHER MATTRESSES AT \$22.55
FEATHER PILLOWS 98c up

CONVERTIBLE CHAIRS

MAKE INTO A BED

Many styles including wrought iron. From **\$39.95**

BEDROOM FURNITURE

35 Pieces Night Stands, Chests, Head Boards, etc. **\$19.95 UP**

PLATFORM ROCKER and OTTOMAN

Covered with long wearing, colorful fabrics. Complete **\$59.00**

UPHOLSTERED CHAIRS

65 PIECES **\$9.95 UP**

OCCASIONAL and WROUGHT IRON TABLES

75 PIECES **\$3.95**

Coffee - End - Corner, etc.

DIVANS, SOFAS, HIDE-A-BEDS, etc.

10 PIECES **\$69.95 UP**

DINETTES

10 sets including chrome and wrought iron with Formica. **\$59.50 UP**

10 PIECES — SECTIONAL LIVING ROOM FURNITURE

including Wrought Iron **\$59.95 UP**

BUNK BEDS

Complete Sets - from **\$69.95 UP**

Peel Cane Tub Chairs

\$3.95

136 inches wide — unfinished 5 DRAWER CHEST

\$19.95

KNEE HOLE DESK

Unfinished **\$24.95**

WROUGHT IRON VANITY DESK

\$29.95

YOU'RE ONLY SIX MILES FROM Low Prices

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CASEMENT CLOTH

YD. **98c**

FIBRE RUGS

9'x12' - from **\$17.95**

All Table & Floor Lamps

REDUCED

All Outdoor Furniture

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Ward Wins in Invitational by 4 Strokes

Cards Sizzling 31 on Last Day for Total of 200

Harvie Ward, tournament favorite, came through with a sensational 65 on the final day of play Sunday to win the nineteenth annual Palm Springs Invitational at O'Donnell Golf Club.

Ward, winner of the British Amateur title in 1952, trailed the field during the first two days of play but had drawn within one stroke when the final nine started. He then shot a 31 to finish four strokes ahead of a trio of golfers, Ed Castagnetto, Gene Andrews and Bob Roos Jr.

THE SAN FRANCISCO golfer, besides his 65 Sunday, had scores of 69 and 66 the other two days for a total of 200, 10 under par for the 54 holes.

Tied for fifth place with a 205, one stroke behind the second place finishers, were Bruce McCormick, former tourney winner, and Ken Venturi, former California state champion. Tommy Jacobs, who finished second last year, had a 214, in a tie for twenty-fourth place.

AT THE START of play Sunday, Andrews held a one-stroke lead over Castagnetto, and three over Ward.

The new champion will next compete in the Masters tournament in his home state of Georgia.

Results follow:

200—Harvie Ward, 69-66-65.
204—Ed Castagnetto, 67-66-71; Gene Andrews, 69-64-72; Robert Roos, 70-66-68.
205—Bruce McCormick, 67-67-71; Ken Venturi, 69-69-67.
207—Bob Reed, 71-67-69; George Frazier, 71-68-68.
208—Ted Richards, 68-70-70; Lew Bridge, 71-68-69; Jim Pierce, 72-69-67.
209—Lou Stafford, 67-71-71; Frank Hixon, 70-69-73; Bob McAllister, 73-69-69.
210—Jim Ferris, 73-66-69.
211—Fletcher Jones, 67-73-69.
212—John Dawson, 68-71-73; Ernie Krig, 73-64-75.
213—Dick Campbell, 71-73-69; Jack Har- elson, 73-69-74; Lou Jennings, 69- 71-73; Irving Cooper, 72-70-71; Larry Pendleton, 76-72-71.
214—M. O. Johnston, 73-76-69; D. Thor- ington, 73-73-68; L. C. Berkman, 71- 70-74; Carl Raymond, 68-73-73; Don Boyen, 72-69-73; Pat Chavrand, 71-71-72; Tommy Jacobs, 71-73-70.
215—Floyd Jones, 73-73-69; Mike Fer- cule, 69-72-74.
216—Jim McCuskey, 72-77-67.
217—A. Anderson, 76-69-72; Ken Evans, 73-72-70; W. F. Cole, 72-71-74.
218—F. Richardson, 75-69-74; Bob Wal- ker, 72-73-73; Howard Knight, 73- 72-73; Jack Tully, 80-69-69.
219—Bud McKinney, 71-78-70.
220—Gen. H. C. Monado, 72-72-71; Frank Hardison, 74-72-73; Eddie Meyerson, 74-73-73; Fred Briskin, 79-71-70; G. Stidauer, 76-71-73; J. Novak, 74-72-72.
221—Don Keith, 76-73-72.
222—Dr. W. J. O'Neal, 78-71-73; J. Mer- cer, 76-71-70; D. E. Miller, 76-71-71.
223—G. Pulliam, 72-76-79; Milt Hicks, 73-73-73.

HIT, RUN DAMAGE

Hit-and-run property damage, \$15 to a rear fender, caused by someone backing out of a parking space in The Plaza, was reported to police Tuesday by M. E. Manson, 980 Camino Parocela.

NO

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Superior Mortgage Co.

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Beverly Hills, California

Write for Brochure

PLAY GOLF

ALL DAY

\$1.00

PARKER'S

9 IRON 9

3 blocks west of Palm Canyon Dr. on Tahquitz Dr. (Formerly the Desert Inn Golf Course)



Try that Fabulous Tanning Agent

So you want to! Get a good tan...

Smith Brothers PALM SPRINGS DESERT TAN

at all Leading Drug Stores and Clubs



(Frank Partridge Photo)

CONGRATULATE WINNER — Ken Venturi, left, former California State champion, and J. E. "Dad" French, tournament chairman, congratulate Winner Harvie Ward on his capturing first place in the championship event of the nineteenth annual Palm Springs Invitational at O'Donnell Golf Club. Ward, former British Amateur champion, shot a 200 for the 54 holes, 10 under par. Venturi finished in a tie for fifth with 205.

WOMEN'S TOURNEY AT O'DONNELL'S APRIL 4-7

Nineteenth annual Palm Springs Women's Invitational Golf Championship will be held April 4, 5, 6 and 7. Mrs. B. F. Shearer, tournament chairman, announced today.

Entries have started to come in, and an outstanding list of women golfers is expected to compete.

On Sunday, April 4, there will be a Mixed Foursome added event, limited to the first 60 teams, making application. It will be a two-ball, selective drive tourney.

A PUTTING CONTEST will be held Monday afternoon, starting at 1 p.m., with finals held at 5 p.m., Wednesday. A driving and approaching contest will start at 2:30 p.m., Monday, and first round play for women with handicaps of 12 and over also will be held during the day.

The "Championship Proper" will be Tuesday and Wednesday, April 6 and 7, with 36 holes of medal play.

THREE FLIGHTS are scheduled in the tournament, Championship for handicaps of 0 to 11, Palm Springs for 12 to 19, and Desert for 20 to 30.

Awards will be given in each flight for the first three places in low gross and low net. A grand prize will be awarded to anyone scoring a hole-in-one on the third or twelfth hole.

Members of Mrs. Shearer's tournament committee are: Mesdames Phil Waite, R. H. Fleet, R. D. Burnham, John Hamrick, George Howard, Ro-

bert Hope, Sam Greenfield, Bob Howard, E. B. Caulkins, Frank Purcell, E. A. LaFleur, George Ring and Earl Coffman. Charles E. Becker is chairman of entertainment.

City Wide Recreation

(as reported by City Recreation Department)

SQUARE DANCING—Tuesday, 8 to 11 p.m. Frances Stevens School auditorium. Admission by donation, open to everyone. Wait Bauman, caller.

BASKETBALL—Monday and Wednesday, 7:30 and 8:30 p.m. High school gymnasium. Admission free.

TAMARISK PARK—Picnic facilities, lighted tennis courts, 25 cents, an hour for lights; shuffleboard courts, horseshoe courts, children's playground. Open every day.

DEMUTH PARK—Relaxation facilities.

YOUTH CENTER—Monday through Saturday, 3:30 to 5:30 and 6:30 to 9:45 p.m. Open to boys and girls 13 to 19 years of age.

TENNIS CLINIC—7:30 to 8:30 p.m. Tuesday, Tamarisk Park courts. Ed Meyerson instructor. Admission by donation.

For information regarding use of Polo grounds, contact Howard Haddock, recreation director, Phone 2202.

HUB CAPS TAKEN

Theft of four wire hub caps valued at \$100 from his car parked in the driveway at his home between 9 and 11 p.m., Tuesday, was reported to police by Stanley Jaloff.

Stellar Field for 4th Invitational at Thunderbird

All former champions have entered the fourth annual Thunderbird Country Club Invitational April 5 through 11. Tournament Chairman Milt Hicks reported today.

Hicks is in charge of arrangements, assisted by Thunderbird Pro Jimmy Hines.

THE THREE former champions, Tommy Jacobs, 1953 winner; Irving Cooper, 1952, and Bruce McCormick, 1951, will no doubt be among the favorites in the Championship event of the tournament Friday, Saturday and Sunday, April 9, 10 and 11.

Other top entries so far are: Johnny Dawson, Thunderbird president; Dr. Bud Taylor, runner-up last year; Frank Hoover, a one-handicapper from Bakersfield; Jim Ferris, of Virginia Country Club, Long Beach; Fletcher Jones of Bel-Air; Ted Richards, Jr., National Public Links champion, and Lou Jennings of Santa Anita.

HIGH HANDICAPPERS will have their own tournament Monday through Wednesday, April 5, 6 and 7, with approximately 150 entering the 54-hole medal play.

The Senior event will be held Thursday, April 8, an 18-hole affair, with 100 golfers expected to participate.

The Championship event is expected to attract 150 golfers, making the total for the seven-day tourney 400.

LETTERS To The EDITOR

REGARDING LITTERBUGS

We have read in The Desert Sun of your Housecleaning campaign and especially your remarks in one of the columns of your paper about the prevalence of beer cans.

My husband and I have been here for three weeks, our first visit to your lovely Village. We think, compared to other parts of California, it is very much sleeked up and clean and well groomed. So this letter is not by way of complaint.

I just had a thought of a way of solving this beer can situation. I don't suppose it will be done, perhaps too many economic factors involved but this is it and I know it would work.

Raise the price of beer 2c or 5c a can or bottle. On return of cans or bottles to stores or designated places, refund the 2c or 5c per can. If some of the beer-drinkers and can-throwers still threw out the cans, the children of the neighborhood would pick them up and cash in on them. One never sees pop bottles or orange drink bottles around in vacant lots or in gutters or parking strips. That is because there is a refund on the bottle. Of course, the places that took cans and bottles would have to have them dumped by the garbage trucks. But no one would be out any money and the kids would have a harvest. The picnic grounds would be cleaned of the worst of their mess. When we go picnicking (and always find beer cans even in the largest woods away off the highway) we say "that's a sign of civilization!"

The beer drinkers can afford an extra 2c per can. I am sure. ELIZABETH H. ALBERTSON.

FAVORS CITY HALL
Regarding a story which appeared in your newspaper March 15—I think that our friend, Mr. C. E. Becker, does not know what is in the minds of all of the people in Palm Springs in relation to a city-owned golf course. I believe that if and when it is put to a vote of the people, it will not carry. As to the other courses, they are not full all of the time and I, for one, do not care to pay taxes to help build and maintain a city golf course. Our taxes are high enough without adding a further burden. I am for a new city building, something that will stand out. Of course, if the hotels and apartment houses want to build and maintain a new golf course, let them. They got along with one golf course for years. Now there are three. Let it rest there a while.

C. G. McDONALD.

FOR TAX REDUCTION
There is no use trying to balance the budget with the wastrels and spendthrifts in Washington latching on to the tax money our representatives pass out so freely. It is evident that economy with public money will start when money gets tight. The only hope is cut down at the source, to reduce taxes. We would all do well to watch the votes of our senators and congressmen these days and note whose interests they are representing when measures come up for tax reductions. DOROTHY M. OWENS.

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Teen Age Classes

In response to many requests we are organizing two classes for young people. The classes will be held on Saturday afternoons at three for children 8 to 12 years of age and at 4 p.m. for the teen agers.

Application must be made before admission. Come by the studio or phone.

Arthur Murray DANCE STUDIO

The Oasis Building Phone 2540



(Paul Prosperi photo)

PREPARING — Women's shuffleboard team from Hotel the Oasis practicing for their second match with O. D. Fischer and his Desert Inn team. Posing for action are, left to right, Mrs. D. W. Metzger, Mrs. Jack Schlendorff (holding trophy won by the Oasis team last year), Mrs. Raymond Watkins and Mrs. Ward Magill. Mr. Fischer of Seattle, offered the trophy, which will go each year to the team winning. The match was scheduled for Saturday morning on the Desert Inn court. An all-men team meets the all-women team.

Hydrologist for County Planned

County Flood Control Engineer John Bryant last week said he hopes to hire a hydrologist who will help the County Flood Control district decide how large its dams and channels should be.

Bryant said the hydrologist will make studies and measurements of storms and flows of water and of undergoing basins.

Bryant said these studies are of crucial importance to economy and effectiveness in designing projects.

Bryant said that without the studies there is "serious danger of over design or under design."

An under-designed dam would be a dam that is made far bigger than is reasonably necessary.

Bryant said the hydrologist's studies will also be valuable in protecting Riverside county in any future suits over water rights or water damage.

The county supervisors and the zone commissioners of the Flood Control District have approved the hiring of the scientist. The beginning salary is expected to be in the neighborhood of \$5500 a year.

Delay Trial

Recklessness Case Reset for April 6

Trial of Mrs. Henrietta Perri, 32-150 Whispering Palms, Outpost Estates, was postponed to 10 a.m., Tuesday, April 6, by Judge Eugene Theriault after she posted bail on a reckless driving charge.

Mrs. Perri was arrested by Palm Springs police on a charge of being driver of a car which allegedly forced another car off Ramon road while passing two other vehicles, causing the oncoming car to overturn and injure the driver.

will start when money gets tight. The only hope is cut down at the source, to reduce taxes. We would all do well to watch the votes of our senators and congressmen these days and note whose interests they are representing when measures come up for tax reductions. DOROTHY M. OWENS.

Didn't Stop Driver Cited as Result of Crash

Martha Jane Hood, Portland, Oregon, was cited for failure to stop at an arterial stop following an accident at 1:50 p.m., Sunday, involving her vehicle and one driven by Ralph Bernard Ericson, 1563 South Palm Canyon drive, at the intersection of Ramon road and Indian avenue.

Ericson was traveling west on Ramon, and Miss Hood south on Indian avenue.

Damage to each car was estimated at \$200.

Driver Arrested After Accident

Charles G. Buckner, 40, Cathedral City, was arrested on a charge of driving while intoxicated, following an accident at 1:02 p.m., Tuesday, in which his car struck a stopped car at the intersection of Sunrise Way and Highway 111.

Buckner, traveling west on Highway 111, was turning onto Sunrise Way at the time, according to Sgt. Howard Poe, who investigated the accident. Damage to the stopped car, being driven by Louise B. Ryberg of Sherman Oaks, was estimated at \$150. Damage to Buckner's car was estimated at \$50.

Buckner was released on bail and will appear in justice court at 10 a.m., Tuesday, April 6.

Vic Vet says

VA CAN MAKE DIRECT GI HOME LOANS ONLY IN THOSE AREAS—MOSTLY RURAL—WHERE VA FINDS THERE IS NO PRIVATE GI FINANCING AVAILABLE



For full information contact your nearest VETERANS ADMINISTRATION office

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Commercial and Domestic Refrigeration Service

Small Appliances — Fixtures — Materials

Board Told State Has Law for It

Supervisors were told Tuesday that it is doubtful if they have the right to adopt an ordinance prohibiting the sale of "obscene and pernicious" literature on newsstands throughout the county.

Leo Deegan, deputy county counsel, told them the state already had such a law.

His advice has been asked because, supervisors said, they had received hundreds of requests from all over the county for such a law.

Deegan said that all any citizen who sees such literature had to do was to summon the nearest peace officer. Then the matter would be taken up by the district attorney's office.

Must Repay Money and Obey All Laws

Mike John Foster, 21, charged with stealing \$50 over a period of three months at Palm Springs Airport where he was employed, was given a 10-day suspended sentence by Judge Eugene Theriault Monday, on condition that he make restitution and that he not violate the law for a period of one year.

March 25th - 26th and 27th

FREE TIRE ROTATION

with every complete Lubrication and Oil change

THE FRIENDLY

DUDLEY'S RICHFIELD SERVICE

610 N Palm Canyon Drive Phone 9085

We proudly announce the return of MICHEL as maitre 'd

serving food to delight a discriminating clientele

Exciting Continental Cuisine... Dinners from \$2.95

Stuffed Filet of Sole-Curries

Roast Duck A l'Orange Wild Rice

Roast Pheasant

Top Prime Meats, etc

Fresh Dunesess Cracked Crab

Live Oysters

IN THE INTIMATE FIRSIDE ROOM

Something New in a Live Show

Disc Jockey LOUIE QUINN of Copacabana fame

now broadcasting over KCMJ from 11 P.M. to 2 A.M.

CARL RHODES

Gen'l Mgr.



1 Mile South from the center of the Village on Hiway 111

TELEPHONE 2235

The Desert Sun—7a
PALM SPRINGS, CALIFORNIA
and PALM SPRINGS NEWS
Thursday, March 25, 1954

Five Days in Jail, Probation, Echo to Theft of Beer

Kenneth McBride, 20, Ocean-side, was sentenced to 10 days or fined \$50 on a charge of petty theft when appearing before Judge Eugene Theriault Monday, with half the sentence suspended provide he not violate the law for a period of two years, and reside with his parents in Oceanside when not gainfully employed.

McBride elected to serve the five-day jail sentence in the county jail in Riverside.

He and two juveniles arrested Friday evening by sheriff's deputies were charged with taking 14 cases of beer from a truck parked in Cathedral City. The juveniles were turned over to juvenile authorities.

Date Crop Finest in Years But 20% Short

The 1953-54 date crop was the "finest in five years" according to a report from the Date Packers' Council of California which said the harvest was now complete.

The crop, however, was 20 per cent short of estimates, the council added.

Tonnage remaining to be sold March 1, this year, was about one-third less than on March 1, 1953 it was estimated and said no packer should have difficulty in marketing the remainder of his inventory.



Weekend Safari

or trip to the moon, you'll take lots of clothing and other personal belongings with you.

And it should come home with you. But it may not!

To be safe, better see us for a low cost Personal Effects policy before you leave.

SAMSON-CURTIS
Incorporated
756 N. Palm Canyon Drive
PALM SPRINGS
PHONE 2713

Teeing Off

at Tamarisk

BY AVERY ALLEN

Our good friend and neighbor, H. Austin Peterson, was down to place the new furniture in his golf course home. Maybe now he'll be able to bring the family and stop rattling around and looking so utterly utter.

David Selznick and Jennifer Jones dropped by for lunch. She, winning easily in the attention-getting department, and he running a bad second. We are still picking up a few swooners off the carpet.

Dr. Johnnie Johnson and his lovely wife who originally hail from Seattle way and are now in the 4-A town called Hollywood, dropped by for a work-out. Understand that doctor was hotter than a rock and won the Seniors at O'Donnell with no strain.

New member admitted to the Club this week was Frank Sinatra.

Bill Gargan, a real great guy, was in for the day and shot a pretty fair game of golf.

Got a tear sheet from the Los Angeles Times with a big spread about Bernie Howard. I'm rather fond of Bernie since he is one of the few people around here I can play even. Seems Bernie is hooked up with Roger L. Stevens and a syndicate who own the Empire State building, which was a pretty fair real estate transaction of 51 million plus. Even if a fellow owned only one floor of the Empire State building it would be a bit awkward if he pulled out of the deal and took his floor with him. This Bernie is in big company but he sure handles himself like one of the herd.

John Wood, last year's No. 2 Vesp, has seen the light and with no provocation whatsoever, he'll tell you that he hasn't had a drink for several days now and is chock-a-block with Diatonic this and that. He puts Billy Sunday to shame, and none of us will be surprised to see him hit the sawdust trail this summer with tent and testimonials.

My favorite date picker and Standard Oil coupon clipper, Claude Freeman, stopped in with Glenn Thomas to work over a couple of pigeons they brought with them. This Claude sure lifts the place up when he's around, and I'm sure going to try to go fly fishing with him some day to see if some of his stories are true.

Ted and Alice Cadman; he our boss man, and she one of our favorite gals around, are having a big time this week playing grandpa and grandma to their granddaughter, Peggy, age 5. Their daughter, Betty Nelson, and son-in-law, Don, got here just in time to see our Palm Springs weather acting just like what they left in Seattle. The earthquake was a little extra, however.

On the weekly Saturday Blind Bogie Tournament, Harry Hilp was the winner. Happened that this hacker played in the foursome, and must say that this guy still shows a very swell game of golf. He was Senior California Champ a few years back and still has a pretty cozy touch.

Among some of our out-of-town guests this week were: C. F. O'Neill, Cleveland, Ohio; Mr. and Mrs. Harry Anhalt, Denver, Colorado; George Kneeland, Sun Valley, Idaho; Dr. Fred M. Anderson, Reno, Nevada; Wallace Brantman, Millburn, N.J.; P. L. Cheney, San Francisco, Calif.; Mel Singer, Cleveland, Ohio; Kevin Kirby, Sidney, Australia; A. J. Grossman, Chicago, Illinois; Sanford and Marvin Schwartz, Cleveland, Ohio; C. Harry Williams, Seattle, Wash.; Robert B. O'Brien, New York City, N.Y.; Mr. and Mrs. James Neil, Englewood, N.J.; and Bernie Bernstein, St. Louis, Missouri.

Jaycee Baseball Clinic Cancelled

Baseball clinic scheduled by the Junior Chamber of Commerce for Village youngsters has been postponed until a future date, due to the Seattle Rainiers requesting that the field be available for practice.

All boys from age eight through high school will be guests of the Rainiers at their game Saturday afternoon.

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(Frank Partridge Photo)

IN CHARGE — Pat Martin, resident pro, who is in charge of Tamarisk Country Club's annual Spring \$4,000 Pro-Amateur Golf Tournament which will be held this weekend, March 27 and 28. Fifty of the top pros of the Southland are entered in the meet.

From Page 1—MORE ABOUT

TAMARISK TOURNEY

tered in the meet, plus local amateurs.

TOTAL ENTRY LIST will number more than 200, when play starts Saturday morning.

The pros will be competing for the \$4,000 prize money, with the amateurs vying for top merchandise awards.

Each professional will be matched with three amateurs in the 36-hole play.

Awards will be made following the completion of play Sunday night, with Club President M. O. Anderson in charge.

The public is invited to gallery the tourney, with the Junior Chamber of Commerce in charge of ticket sales.

AMONG THE TOP professionals entered are:

Peter Marich, Washoe Country Club, Reno, Nevada; Eric Monti, Hillcrest Country Club, Los Angeles; Warren McCarty, LaJolla Country Club; Paul Runyon, Annandale Golf Club, Pasadena; Eddie Susalla, Thunderbird Country Club; Ed Vines, Cochran Ranch, Indio; Ellsworth Vines, Wilshire Country Club; Phil Covel, Roger's Fairways, Hollywood; Fay Coleman, Brentwood Country Club, Los Angeles; Willie Hunter, Riviera Country Club, Los Angeles.

Walter Duda, Redlands Golf and Tennis Association; Mortie Dutra, Hillcrest Country Club; Zell Eaton, Las Serranos Golf and Country Club, Chino; Cecil Harris, Montebello Golf Course; Jimmy Hines, Thunderbird Country Club; George Howard, O'Donnell Golf Club.

Walter Keller, Los Angeles; Harry Bassler, Fox Hills Golf and Country Club, Los Angeles; Dave Stanley, Bakersfield Country Club; Fred Sherman, San Diego; Howard Smith, Los Angeles Country Club; Marshall



(Frank Partridge Photo)

ENTERED IN PROGRAM — Gardner Dickinson, Jr., teaching pro at Tamarisk Country Club, will attempt to walk off with top honors in his club's \$4,000 Pro-Amateur Tournament Saturday and Sunday, March 27 and 28, competing with top Southland pros.

Meeting April 3 to Launch 1954 Little Leaguers

First action on the Little League front for 1954 will take place Saturday, April 3 when the second annual Little League breakfast will be held at World Wars Memorial Hall at 7:30 a.m.

Al Weingarten, prominent in organization of Little League activity here, made the announcement of the breakfast Monday and urged all interested adults to attend.

He said some prominent figures in the baseball world will be present to address the group.

Play in the Little League will get under way May 1, it was announced.

Little League play is for boys of the ages of 8 and 12 inclusive. Last year four teams took part in the local league, playing regular hard ball. The winners here will go on into area finals and probably higher.

Palozi to Speak at Meeting Friday

Joseph Palozi, candidate for city council in District Two, will be speaker at the regular meeting of Landowners and Lessees of Palm Springs Indian Land at 7:30 p.m., Friday, at Frances Stevens school cafeteria, President George Prosser announced.

Psychologists say no person should keep too much to himself. The Bureau of Internal Revenue is of the same opinion. —General Features Corporation.

Cathedral City Asks Aid in Sanitation

County Road department today was making a study of a proposal that it take over the operation of the Cathedral City dump.

The matter was put before them by supervisors Tuesday after a request was heard from the Cathedral City Sanitary district that the county take over the dump.

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Monday thru Friday



(Frank Partridge Photo)

ONE OF THE FAVORITES — Mortie Dutra, top professional in the Western states since 1920 and now pro at Hillcrest Country Club, Los Angeles, will be one of the favorites to take first place prize of \$1,500 in Tamarisk's \$4,000 Pro-Amateur this weekend.

Play starts this Week in Junior Tennis Tournament

Play in the City Junior Championship Tennis tournament started this week, with 66 juniors participating. City Recreation Director Howard Haddock reported.

Finals in the city recreation

Unusual - Rain Halts Ball Game

The first time in four years! This is what happened Tuesday when the exhibition baseball game between Seattle and Hollywood was cancelled because of wet grounds.

This action was taken at 10 a.m., but the grounds had dried sufficiently by 2 p.m. to permit the game to be played, and the sun had come out in full force.

Next game scheduled here is Saturday, when the Rainiers play Los Angeles. A full week's schedule also awaits local baseball fans next week, starting Tuesday.

New Residents Told of Tax Liability

Robert C. Kirkwood, chairman of the Franchise Tax Board, today cautioned the many thousands of persons who moved into California during 1953 that they may be liable to file a California Income Tax Return. Those individuals who became resident are taxable on their entire income after becoming residents.

Nonresidents are taxable on income for services performed in California and from tangible property located in the state.

The Desert Sun—8a
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954

Village Poloists Win Two, Lose One, in Arizona

Palm Springs Polo team split with the Paradise Valley Polo Club in games played at Phoenix last weekend, the local squad winning on Sunday, 11 to 10 in an overtime, and the home squad taking a 7 to 6 decision on Friday.

In other action last week, the Palm Springs team captained by Guy Campbell routed the University of Arizona squad 12 to 6 in a game at Tucson.

Other players on the local team were Bill Allen and Bob Wintringer.

Final action for the local players will be this weekend when they meet Beverly Hills at the Orange Show stadium in San Bernardino, and the San Bernardino team at its field Sunday.

Playing for the Village squad this weekend will be Campbell, Allen and Monty Montgomery.

Butterfield's 68 is Winner at Tamarisk

George Butterfield was the winner of Tamarisk Country Club's annual Northwest Tournament Tuesday, by scoring low net of 68.

C. Eckstrom was runner-up with 69, and tied for third with 72 low net were Harry Williams, Cecil Lindley and Dick Cochran.

The winning foursome was composed of Cochran, Butterfield, Lindley and Fred Nicholson.

All winners were awarded merchandise prizes by Pat Martin, resident pro, and Ted Cadman, managing director.

Other participants were: Ben Shearer, William Edris, George Howard, Carl Lindeman, William McKay, J. H. Ballinger, Sr. and Jr., Bill Torrance, M. O. Anderson, Herb Gould, E. Mitchell, Don Sander, "Hub" Murray, and "Torchy" Torrance.

Babbage Named on Kuchel Committee

Appointment of John Babbage, Riverside attorney and former legislator, as Riverside county chairman of the Committee for U.S. Senator Thomas H. Kuchel was announced Tuesday by Lyle C. Newcomer, Southern California campaign chairman.

Senator Kuchel has filed on both the Republican and Democratic tickets.

Babbage is a former state assemblyman and is a member of the State Law Revision Commission, the Riverside Bar Association and the Kiwanis club.

The most discouraging thing about middle age is all those years going to waist.—Nicholas Company Star (Carlisle, Ky.).

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Swim Show at Desert Inn Pool

A spectacular swim show will be presented by the Fullerton Junior College Swimming team at The Desert Inn pool Sunday morning, starting at 11:30 a.m. The team will present water ballet as well as exhibition diving.

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From where I sit... by Joe Marsh

You Might Call it a "Gravy Train"

Was reading the other day about a Maharaja in India who has a miniature electric train all made of silver. Now, maybe that's not unusual for a prince, but this fellow had it running around on an enormous dining table in the royal palace.

The twelve cars on the train are loaded with different kinds of fruits, nuts, and beverages. And the train stops automatically in front of each plate so the person sitting there can choose what he wants.

From where I sit, the Maha-

raja is really going to extremes to impress his guests. Around this part of the world, hospitality certainly doesn't need all those fancy trimmings.

You don't have to spend a lot of money or go to a lot of work when folks drop in. Just offer them what you have—coffee, tea, a temperate glass of beer—and let them make their own choice. They'll feel they're getting a royal welcome!

Joe Marsh

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As We See It

(by P.M.W.)

ONE OF THE FINEST EXAMPLES OF PROGRESSIVE COMMUNITY SPIRIT BY PUBLIC-MINDED CITIZENS WHICH WE HAVE SEEN IN TEN YEARS OF WATCHING PALM SPRINGS IS THE WORTHY EFFORT NOW BEING MADE TO OBTAIN A PUBLIC GOLF COURSE AND WE WISH TO TAKE THIS MEANS OF ADDING A FURTHER WORD OF ENCOURAGEMENT TO ALL THOSE WHO ARE STRIVING FOR THIS ALL IMPORTANT ADDED ATTRACTION SO BADLY NEEDED TO BOOST RESORT BUSINESS AND PROPERTY VALUES.

THERE IS NO QUESTION ABOUT THE GROWING POPULARITY OF GOLF ON A NATIONAL BASIS OR OF ITS FAST INCREASING IMPORTANCE AS THE OUTSTANDING OUTDOOR RECREATION FOR THOUSANDS OF VISITORS AND RESIDENTS ANNUALLY IN THE DESERT AREA AS SO WELL EXEMPLIFIED IN THE RECENT VISIT OF NONE OTHER THAN PRESIDENT EISENHOWER FOR THE VERY PURPOSE OF ENJOYING GOLF ON SOME OF OUR FAMOUS COURSES REFINED A BRIGHT WINTER SUN.

AS ALL LOCAL RESIDENTS KNOW SO WELL, THE UNIQUELY ATTRACTIVE O'DONNELL GOLF COURSE HAS BEEN ONE OF THE CHIEF DRAWING CARDS FOR MANY PROMINENT GOLFERS FOR YEARS AND IS ONE OF THE REASONS FOR INDUCING NUMEROUS PLAYERS TO COME HERE AND ENJOY THEMSELVES. BECOME RESIDENTS OF PALM SPRINGS AS HAS ALSO BEEN ADDITIONALLY DEMONSTRATED BY CELEBRATED THUNDERBIRD AND TAMARISK GOLF COURSES IN THE PAST SEVERAL YEARS WITH THEIR ROSTERS OF HUNDREDS OF MEMBERS FROM ALL PARTS OF THE UNITED STATES.

THE VERY POPULARITY OF PALM SPRINGS AS THE WINTER CAPITOL OF NATIONAL GOLFGOLF MAKES IT IMPERATIVE THAT A PUBLIC COURSE BE OBTAINED FOR THOUSANDS MORE WHO WISH TO VISIT BEAUTIFUL PALM SPRINGS AND ALSO PLAY GOLF WHILE ADMIRING OUR SUN AND SCENERY.

IT IS FORTUNATE THAT THE FINANCING OF A PUBLIC GOLF COURSE IS NOT INSURMOUNTABLE WHAT WITH A MILLION-DOLLAR BALANCE IN THE CITY TREASURY AND WE ALSO AGREE THAT FUNDS INVESTED IN A PUBLIC GOLF COURSE WHICH COULD BECOME SELF SUPPORTING IF NOT ACTUALLY PROFITABLE WOULD BE WISER AND MORE BENEFICIAL THAN EXPENDING MONEYS ON A NEW CITY HALL WHICH WOULD ATTRACT NO ONE AND INSTEAD BE A PERPETUAL EXPENSE.

EVERYONE IN PALM SPRINGS WOULD BENEFIT FROM A PUBLIC GOLF COURSE AND WE HOPE THAT ALL WILL LEND THEIR SUPPORT TO SECURING ONE WITH THE UTMOST SPEED IN THE HOPES THAT ERE ANOTHER SEASON ROLLS AROUND IT WILL BE OPENED TO THROGS OF PLAYERS

IN OTHER THINGS CIVIC WE ARE HAPPY TO SEE THAT RAY CORLIS OF FORD PUBLICITY FAME IS DEVOTING HIS FINE PROFESSIONAL TALENTS IN BEHALF OF THE CHAMBER OF COMMERCE IN A VERY EFFECTIVE WAY IN FURTHER SPREADING THE NAME AND FAME OF PALM SPRINGS THROUGH THE PRESS AND ALSO THAT NOTABLE "MR. PALM SPRINGS" IN THE PERSON OF EVERYBODY'S FRIEND FRANK BOGERT HAS TAKEN THE HELM OF FAMOUS EL MIRADOR TO MANAGE AFFAIRS AT THE GREAT HOSTELRY A LA PALM SPRINGS WHICH IN OUR OPINION MAKES IT CERTAIN THAT REALLY BIG THINGS ARE IN THE OFFING FOR THE ENJOYMENT OF THE PUBLIC AND THE COMMUNITY OUR CONGRATULATIONS TO ALL CONCERNED.

Adv.

\$400 Damage Done in Highway Mishap

Damage estimated at \$400 was caused to vehicles driven by Jimmie Lee Rogers, 19, Indio, and Stephen Talavers, 36, 4067 Sunny Dunes road, when they collided at 12:15 a.m. Friday, near the intersection

of Sunrise Way and Highway 111. Both cars were traveling east on Highway 111 at the time of the accident.

Damage to Rogers' vehicle was estimated at \$300, and to Talavers' \$100.

READ SUN CLASSIFIED ADS

Mexico, Desert Flowers, Topic of Museum Talk

Dr. H. G. Marks, resident of Palm Springs, will present an illustrated lecture on Mexico and desert flowers at Frances Stevens school auditorium Saturday, at 8 p.m. This program is sponsored by the Desert Museum and is open to the public.

Dr. Marks cruised eight months of the year for his own years to Alaska in his own cruiser. He visited every inlet on British Columbia and part of Alaska. He started to take pictures during this time.

He toured Mexico in a trailer and has many beautiful slides on sail fishing. With Spring in the air his series of desert flowers and other pictures should be of interest to all desert lovers.

Exchange

Thief Takes One Battery, Leaves One

Theft of a car battery from his car while it was parked in a downtown parking lot was reported to police Saturday evening by Larry Paul, 32-699 Whispering Palms Trail.

The thief evidently needed the battery, for he left another battery in its place, Paul said.

Santa Ana Youngsters Here on St. Patrick's Day Outing

Fifty children, accompanied by four sisters and two priests, from the St. Joseph parochial school in Santa Ana, enjoyed a Palm Springs outing and a St. Patrick's Day party at the Mira Monte hotel last week.

Arriving about 10 a.m., the youngsters were taken to the Polo Grounds to watch the Seattle Rainiers practice, and each received a baseball as a souvenir. The balls were presented by Gerry Priddy, playing manager, and Dewey Soriano, general manager, and were autographed by the players.

Returning to the hotel they were served a barbecued lunch of hot dogs and baked beans. After a sightseeing tour of Palm Springs, the group again returned to the hotel where they were served a birthday cake. Little Miss Maureen Anderson, daughter of Mr. and Mrs. Lenny Anderson (of the Seattle Times, he is covering the Rainiers Spring training), was two years old on St. Patrick's Day.

They were entertained with a dog act, through the courtesy of Mr. and Mrs. John H. Newland. Winter visitors from Seattle.

Russ and Vicki Parsons, owners of the hotel, Beatrice Martinsen, resident manager, Gerry Priddy and Dewey Soriano hosted the outdoor party.

Flying Farmers Here April 26

Palm Springs is one of the sixteen cities of the state scheduled for a stop on the California Agricultural Air Tour April 24-26. The announcement was made today by the Central Valley Empire Association which is co-sponsoring the tour with the Flying Farmers of California.

The tour will start at Davis early Saturday morning, April 24 with a stop here Monday, April 26. The local Chamber of Commerce is being asked by the Central Valley Empire Association to meet the tour at the airport and to give a brief welcome.

Fence Damaged by Hit and Run Driver

Hit-and-run property damage to the fence surrounding her yard and a nearby street sign was reported to police Saturday morning by Mrs. Adolph Filthuth, 502 South Calle Abbona.

Investigating officers said that the vehicle apparently backed into the fence.

Thief Takes Cushion from Chair on Porch

Theft of a barrel-chair cushion from the porch of her home at 829 North Patencia was reported to police Saturday by Mrs. Birdie Lyman.

The theft occurred while she was away from Palm Springs for four days, Mrs. Lyman said.

(Anderson Photo)

ST. PATRICK'S OUTING — These fifty youngsters from St. Joseph's parochial school in Santa Ana enjoyed a Palm

Springs outing on St. Patrick's Day and were guests at a barbecue at the Mira Monte hotel.

Action Started on Proposal for Pass Courthouse

Following a talk by Supervisor Homer Varner on the advisability of moving the center of county government from Riverside to the San Geronimo Pass area, the Beaumont Advisory committee agreed to actively support the program.

At a special meeting last night action was taken to organize a committee to promote the project.

"This committee should include people from Calimesa to Cabazon," Varner told his audience.

"Don't think of this as anything that can be done in a hurry," Varner warned. "Think of it as a two, four, or maybe five-year proposition," he added.

The supervisor said the committee's first step should be education.

"Develop your arguments from a dollar and cents standpoint," he explained, "then start building a fire under the county building commission."

Summing up his arguments in favor of the Pass fight, Varner said: "This is not idle thinking; it is not politics, but only the economical and equitable course of action."

MOVIE CAMERA STOLEN

Theft of a movie camera valued at \$190 from his car was reported to police Saturday by Valdemar E. Johansen of Portland, Oregon.

Dr. and Mrs. G. H. Beck of Flintridge are here for a stay at The Tennis Club bungalows.

MR. PALM SPRINGS

Try to imagine one of those wily, desert-wizened drivers on the old Butterfield Stage Route wheeling along hereabouts today. He's larrupping his six horses and heading for the old Agua Caliente stage stop. He wouldn't find a change of horses here — but he'd sure find a million other changes!

That old Agua Caliente is now Palm Springs. It's world famous as an ideal winter resort, and also rapidly growing as a healthy, pleasant all-year residential community. Instead of stage coaches and and prairie schooners our folks use Western Air Lines, Greyhound and local busses, Southern Pacific, thousands of automobiles, and a growing volume of private airplanes. Hitching posts are scarce — but we have lots of other accommodations for the traveled.

Those who straggled here in the real early days visioned the desert blooming as a rose. They suffered incredible privations and loneliness as they struggled to bring their farming and mining dreams to reality.

Nellie Coffman came in 1909 seeking a healthful spot for her family. She, too, saw the potentials of a desert subdued. But she recognized the manifold blessings of dry desert air, abundant sunshine, and an inspiring setting as of inestimable value in promoting health — regardless of whether the desert yielded to irrigation.

Now, let's take a look at official U.S. Census figures. Between 1940 and 1950, California's population increased by a tremendous 53.3 per cent. That added up to enough to give this State seven more members in Congress. In that same decade, Riverside county's population grew 60 per cent; higher than the statewide average. AND PALM SPRINGS? ITS POPULATION INCREASED 116.3 PERCENT.

This great growth of Palm Springs was not due to big wartime industries, which drew thousands and thousands to California factories for high-paying jobs. Our growth was an influx of a fine class of people, coming to enjoy a lifetime of leisurely health and happiness. And what is more, such people are still flocking here to reside. Besides these residents are our thousands of visitors here each summer and spring. These are not enumerated in local census returns.

Ever since Palm Springs was incorporated in 1939, the job of keeping municipal facilities in step with growth has been a challenge. Our City Council must determine the best needs for the greatest good; find ways to finance these; get maximum value without taxpayer hardship. In this vital work, Councilman Jerry Nathanson has been outstanding.

Where do we go from here? The sky's the limit!

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With dinner off your mind, you accomplish so much more in home or garden. If you double as wage earner and homemaker, oven clock control is a convenience you really need.

This free offer ends soon. So plan to visit a gas range dealer or your Gas Company this week.

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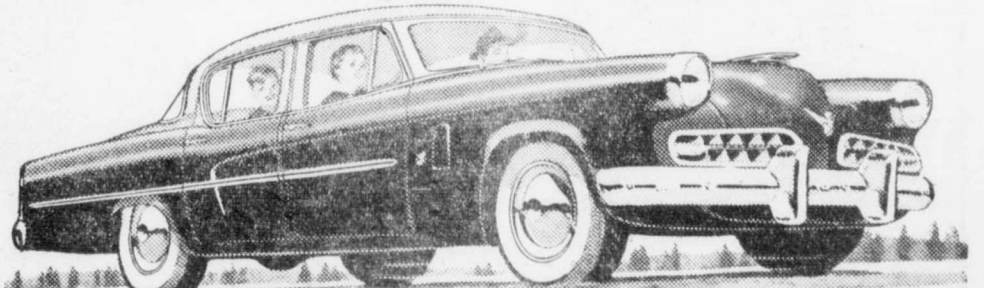
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Cathedral City News

By Paul and Mildred Clark—Phone 8-4691

Combination Event

Wednesday of last week was an important date for the Cathedral City Woman's Club, being a combination of election of officers, the club's birthday, and honoring new members. The nominating committee consisting of Mrs. Leslie Kelley, Mrs. L. C. Lewis, with Mrs. Paul Clark as chairman, presented the following slate to the club: president, Mrs. Clare Ballagh; first vice president and program chairman, Mrs. Malcolm Gor-

don; Mrs. Francis Wood, second vice president; Mrs. Wilbur Larsson, recording secretary; Mrs. Herbert Henry, corresponding secretary; Mrs. R. C. Mhoon, treasurer; Mrs. Leslie Kelley, auditor; and Mrs. L. C. Lewis, parliamentarian. There being no nominations from the floor the secretary was instructed to cast a unanimous ballot for the officers as presented. Tea hostesses for the day were Mrs. Charlotte Stecher and Mrs. Joe Earhart.

The Town Hall next Wednesday at 1 p.m. will be the meeting place of the club for a pot luck luncheon with Mrs. Eleanor McNamara, penny art chairman, presenting the program. This will be the last social meeting in the Town Hall for the season and all members and friends are invited to attend.

The new officers will be installed April 21, and this meeting will be at the Biltmore hotel in the Supper Club Room

at 1 p.m. at which time Mrs. A. M. Rowell, County Federation president, will be the installing officer. This installation of officers meeting will conclude the activities for the club for the 1953-1954 season.

Election Tuesday

The annual election for directors of the Chamber of Commerce will be held at 7:30 p.m. next Tuesday, March 30 at the Town Hall. The board is composed of fifteen directors who are elected for two-year terms so that half are elected annually. Directors whose terms do not expire this year are Charles Scherck, C. S. Cobb, Emil Greener, Herbert Henry, L. C. Lewis, R. H. Sherrill and James Wolseth. The nominating committee has submitted a slate from whom eight are to be chosen from the following thirteen: George Beck, Edward Biles, Paul Clark, Robert Cordes, Frank Cromwell, Mike Gordon, W. R. Hewitson, Melvin Hill, Leslie Kelley, Vernon Krings, George Miller, Warner Moon, M. C. Wickland.

President Paul Clark said that the public is invited to attend the meeting, though of course balloting will be limited to

paid up members of the Chamber. Besides the election, other matters of general interest to the community will be presented.

Postmasters Meet

Postmaster Jack Hillery hosted the regular bi-monthly meeting of Riverside County and area postmasters at a business luncheon held at Carols Club last Sunday afternoon. Paul Summit, welfare and guidance counselor for the Palm Springs Unified School District as guest speaker gave an inspiring talk entitled "Your Future". Panel discussion followed, led by the postmasters from Coachella, Palm Springs, Thousand Palms and Murrieta. Besides some forty postmasters from Riverside County, postmasters were also present from Blue Jay, Forest Home, Chino, Twenty-nine Palms, Joshua Tree and Morongo.

Oratory Contest

Lions Club Zone Chairman Earl Hough of Palm Springs will preside at the zone Student Speaker Contest to be held this evening at the local Lions Club dinner in Town Hall. Speakers from Coachella, Palm Springs and Cathedral City will compete. The winner of this contest will compete later in area and district contests of Lions International. In addition to the speakers' contest there will be an address "The Golden Fleece" by B. A. Burchfield of the California State Division of Corporations, who will be introduced by W. R. Hillery. Mr. Burchfield's talk deals with stock swindles and received wide acclaim when given recently on the campus at UCLA.

Gay Luau

The gaily decorated lawn of the Sky Ridge Trailer Park was the lovely setting for a Hawaiian Luau last week. Flaming torches, Japanese lanterns, the fountain flooded with colored lights, masses of flowers, and the tables artistically decorated with tropical leaves, pineapples and flowers, lent a true Hawaiian atmosphere to the occasion, honoring the sixth anniversary of the Park. Many out of town guests as well as Villagers and Park residents enjoyed the festivities. After all-day preparations, one of the

Mayfair Market Birthday Friday

Mayfair Markets, California's third largest supermarket chain, this week celebrates its 24th anniversary. The event will be observed in all the company's stores, from the Mexican border to the San Francisco Bay area, with birthday party features chief among which will be the cutting of a birthday cake. This will take place on Friday afternoon, March 26, between 3 and 4 p.m., according to James Schulke, manager of the store at 444 North Palm Canyon drive (in the Farmer's Market). Cake will be served to those present at that time. There will be favors for the children and special features at various individual stores. All employees will wear party hats.

Union Station to Open Saturday at Cathedral City

Saturday, March 27, will mark the grand opening of another Union Service Station, located at 930 Broadway in Cathedral City. The new station is owned and operated by Herb Henry and Red Manthey. To celebrate the opening, flowers will be given to the ladies, gifts for the men and candy and balloons for the children. Henry and Manthey have operated the City Auto Service in Cathedral City since 1947 and will continue with that business in addition to the new Union Service Station. Both operations are located at the same address.

highlights of the evening was the opening of the barbecue pit ceremony. Ahi Puhlava chanted a prayer in Hawaiian, and as the steaming pigs and yams were uncovered, typical dances and songs of the Islands were presented.

Two hundred and fifty colorfully attired guests enjoyed the delicious food and elaborately decorated Sky Ridge birthday cake. They were entertained while eating by George Kinai-pau and his South Sea Islanders from the El Mirador hotel, and following the dinner, members of the group delighted the guests with lovely Hawaiian dances including the spectacular fire dance.

Owner-manager, Harvey Gerth, dressed as a beachcomber, was master of ceremonies. Mrs. Ruby Weaver, co-owner of Sky Ridge, supervised the making of orchid leis. The blossoms used were flown in from the Islands for the occasion. Jim Frye, also of Sky Ridge management assisted in the preparations.

Mr. Gerth said that the handling of such a crowd would have been impossible without the assistance of Father Joseph Leissler of St. Louis Catholic church which supplied a greater part of the equipment, tables, chairs, etc., and the ladies of the Guild who assisted in the preparations which helped to make the event a success.

Scout Dinner

Boy Scouts are holding a pot luck dinner for parents and all others interested in Scout activities at 6:45 p.m. Monday, March 29. The dinner will be at the Town Hall and followed by a sound picture in color of the great national Scout jamboree held last summer at the Irvine Ranch near Newport. The picture was filmed by professional Hollywood photographers and sound men and is said to be outstanding as a spectacle aside from its particular interest to Scouts. George Miller, chairman of the boys and girls activities committee of the Lions Club which sponsors all Scout activities, is coordinating head. His assistants on the committee are Fred Anderson and Jim Wolseth. Curt Ring, Cub Scout Master with assistant Robert Brady, will tell of plans for a new Scout building. Cathedral City Scout activities have reached a new high this year, Mr. Miller says. Besides those mentioned above he gives great credit for this season's successful operation to Robert Erter, Scout Master, assisted by M. O. Woody and Russ Snyder, and to den mothers Mrs. Howard Deason, Mrs. Robert Brady, and Mrs. Berton Lamb.

Girl Scout Event

An Open House was held last Friday at the Cathedral City Girl Scout House in honor of the 42nd birthday of Girl Scouts. One year flower pins were presented by Troop Committee Chairman Mrs. Al Patane to Brownies Vicki Palmer, Doris Sing, Linda Lake, Patti Patane, Marilou Ballagh, Stephanie Money, Sally Gorges, Judy Jorgensen and Barbara Bosler. Mrs. Paul Watkins presented Horsewoman badges to the following Scouts who have been working hard to earn the

award: Jackie Goode, Darlene Kahl, Melinda Watkins, Barbara Lorraine, Linda Scheyer, Linda McManaman, Rita Krupp, Diane Walker, Florence Prather, Sandra Schmidt and Carolyn Smith. A beautifully decorated birthday cake was the gift of Mr. and Mrs. Robert Schmidt. Mrs. Gerald McManaman presided at the refreshment table, assisted by the scouts of her patrol. Other hostesses were Mrs. Alvin Lake and Mrs. Russell Morrison, Brownie leaders. In a rainbow ceremony, one girl from each patrol representing the colors of the rainbow presented pennies for the World Friendship Fund. This is used for International Girl Scout gatherings to promote world friendship. The "pot-of-gold" containing a total of \$5.56 was presented to Mrs. A. B. Crist, the Juliette Low chairman of the Palm Springs Council. The scouts wish to thank Mr. Wilson Ellis for the very complete set of pictures he took and presented to them.

The Desert Sun—2b PALM SPRINGS, CALIFORNIA
and PALM SPRINGS NEWS Thursday, March 25, 1954

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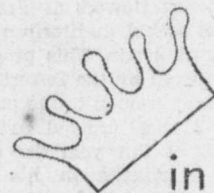
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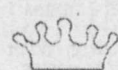
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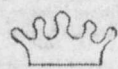


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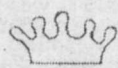
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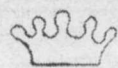
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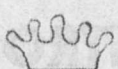
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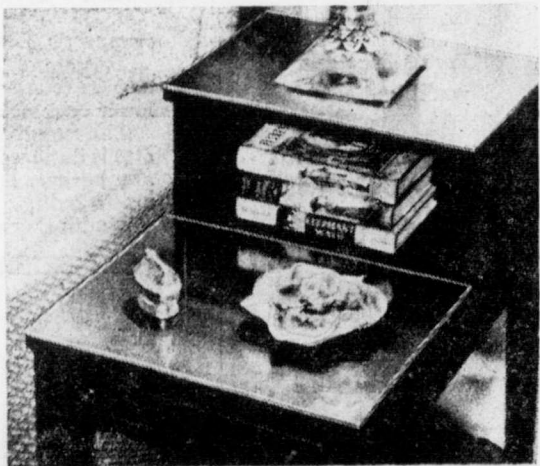
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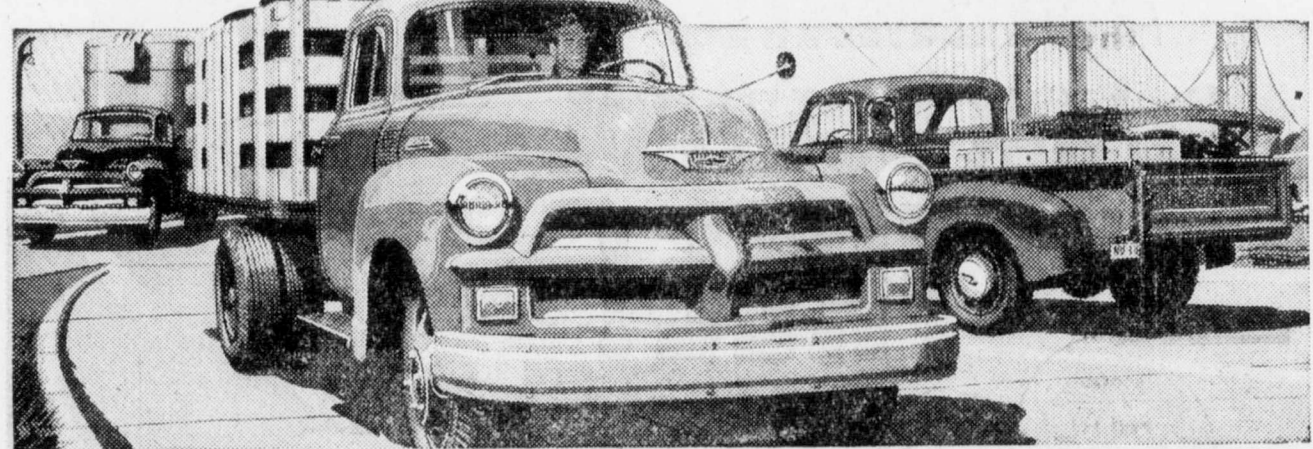
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Mission Service in Orient. Topic at Cathedral City

The Rev. William C. Kerr, brother of Mrs. Graham Hunter, wife of Dr. Graham Hunter, pastor of Cathedral City Community church, will occupy the pulpit there at the 11 a.m. service Sunday recounting some of his experiences as a missionary in the Orient.

Rev. Kerr has spent more than 40 years in missionary work in Japan and Korea and will speak on this long service Sunday.

He has just returned from Tokyo after having spent some time in Korean prisoner-of-war educational work.

The Youth Choir will be heard in special numbers during the service. Mrs. Mildred Wickland is in charge.

Sunday school classes will convene at 9:30 a.m. Dr. Hunter announced that the 11 a.m. service will also mark the culmination of "One Great Hour of Sharing," a program which has been underway for several weeks.

This morning women of the church will meet there at 9:30 a.m. to roll bandages for Korean use. An hour of prayer will follow at 11 a.m.

It was announced that outside water lines have been completed by Ludwig Graefe, E. J. Scott and Norman Wickland.

The Desert Sun—3b
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954

**Lutheran
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at
Youth Center**
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Wednesday Meetings, 8 P.M.
(Women's Clubhouse)
Sunday School, 9:15 A.M.
271 Ocotillo Avenue

The Reading Room in The Center is open daily, except Sundays and holidays from 12 to 4.

Bible Prophecy Lectures Now in Eleventh Week

"The Apostle Peter Visiting in Cathedral City" will be the subject Saturday night at the Town Hall in Cathedral City. The program will mark the beginning of the 11th week in the current Bible Prophecy Crusade lecture series being conducted each Tuesday and Saturday evening by Fritz Guy and Kenneth Smith.

There will be no meeting Tuesday, March 30, but the following Saturday night the subject will be "The Unpardonable Sin." Special musical numbers, motion pictures, and Bible Questions Answered are added features of the evening programs.

Student Speaker for Adventists

Richard Sessums, senior theological student from La Sierra College in Arlington will speak at 11 a.m. service Seventh Day Adventist church, Saturday at the Palm Springs Students from La Sierra will Pastor Kenneth Smith said, also provide special musical numbers.

During the Sabbath School services, Seventh-day Adventist churches in North America will receive the quarterly 13th Sabbath offering. This quarter, the overflow is earmarked for the South American Division where it will be used to provide boys' dormitories at three academies in South Brazil and to outfit a medical launch which will operate on the Araguaia River in Brazil. These medical launches, Pastor Smith said, cruise up and down the rivers of South America and Africa providing medical and dental treatment to the natives who flock to the river banks seeking help.

Center Prepares for Purim Ball

Saturday evening the Jewish Community Center will hold its Fifth Annual Purim Ball — an event promises an evening of entertainment, dancing, refreshments — and many surprises for all who attend.

Jules Howard, Art Greenfield and Max Grone are chairmen of arrangements, with the assistance of Abe Schwartz, as advisor, who for the past four years was chairman of this event. There will be prizes for the most beautiful and most original costumes.

Dr. Blackstone Continues Series of Talks Sunday

Sunday morning Dr. James H. Blackstone, pastor of the Community church, will preach the fourth in the series "Men Who Met The Master". He will take Zacchaeus as the business man who met the Master. Since he was such a successful business man this sermon will be of special interest to the business men in the community. Dr. Blackstone said.

Sunday school meets at 9:30 each Sunday morning with classes for all grades. The Adult Fellowship class meets at the Manse, 251 San Jacinto road, and the Junior high departments meet in the new Youth Chapel which was dedicated last Sunday morning.

High school Christian Endeavor will begin at 6:15 p.m. in the church parlors. The topic of discussion is "Christian Youth Looks at Love and Life." The Junior high school Christian Endeavor will meet at the same hour in the church.

The evening service at 7:30 will be devoted to sacred music. The program will consist of informal hymn singing by the congregation, a soprano solo by Ann McDowell and several selections on the organ by Lois Lux, and a brief talk by Dr. Blackstone who will also sing several sacred solos.

POSSIBILITIES OF TRUE BEING TOLD IN SUNDAY SERMON

The Sunday Lesson-Sermon in all Christian Science churches is entitled "Reality." The sermon points out how everyone may find the unlimited possibilities of his true being through spiritual understanding.

Jesus' words from Luke (12: 32), "Fear not, little flock; for it is your Father's good pleasure to give you the kingdom," constitutes the Golden Text.

The writer of Proverbs (3:3,4) admonishes, "Let not mercy and truth forsake thee: bind them about thy neck; write them upon the table of thine heart: So shalt thou find favor and good understanding in the sight of God and man."

On this subject Mary Baker Eddy declares in "Science and Health with Key to the Scriptures": "Nothing is real and eternal, — nothing is Spirit, — but God and His idea." Again she counsels, "Let us accept Science, relinquish all theories based on sense-testimony, give up imperfect models and illusive ideals; and so let us have one God, one Mind, and that one perfect, producing His own models of excellence." (pp. 71, 249).

Prof. Kolitsch to Present Concert at Cathedral City

Prof. Vlado Kolitsch, violin virtuoso, who recently delighted an audience at the Palm Springs Woman's club, will repeat the concert Sunday afternoon at St. Louis Catholic church hall in Cathedral City at 3 o'clock.

The program will consist of "Chaconne" by Vitali-Auer; "Seguidilla Espanola" by Joaquin Nin; "Rumanian Dances" by Bela Bartok and "Yugoslav Dances" by Prof. Kolitsch. He will be accompanied at the piano by Dr. Gerhard Alber-shelm.

A tape recording of the February 25 concert here was recently broadcast from London and beamed to Czechoslovakia with a special message to the people of that country by the violinist. A complete recording of the concert is now being broadcast over Yugoslav stations with a special message to his mother whom he has not seen in 30 years. It will mark the first time she has heard him play over the radio.

Religious Science to be Topic Sunday

Another lecture on Religious Science principles will be heard at Youth Center next Sunday evening at 8 o'clock.

Warner S. Moon will be the speaker and his topic will be "Divine Reciprocity."

These lectures, every Sunday evening at the Youth Center on Bellardo road, are open to the public.

Albert Einstein's Life to be Topic at Temple Isaiah

In honor of the 75th birthday of Albert Einstein now being celebrated throughout the world, Rabbi Arthur B. Lebowitz will speak on "Einstein—Humanitarian and Scientist" during the Sabbath services tomorrow evening at 8:15 o'clock at Temple Isaiah of the Jewish Community Center.

Special music has been prepared for this occasion by the Temple choir under the direction of Harry Tomlinson, choir master. Evelyn Spikre is the soloist.

Saturday morning services are held at 10 o'clock.

Religious School classes meet at 10 o'clock on Sunday morning.

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The PUBLISHER'S Corner

by OLIVER D. JAYNES

McCarthyism is GOING to be one of the principal issues during the coming congressional campaigns whether the people like it or not. After talking with many people it is my impression that they would rather have the politicians talk about many of the other vital domestic and foreign issues. Adlai Stevenson made it clear in his recent talk at Miami, however, that the Democrats will use McCarthyism in an effort to prove that the Republican party is divided and that this a handicap to the Eisenhower administration.

The Republican party cannot, of course, be blamed too much for the activities of Senator McCarthy. Neither can the administration. Neither one has any direct control over the senator and any effort to curb him might be misunderstood by a lot of people. It is too bad that McCarthy's investigations have served to bring upon him more criticism than praise. Just how much of the criticism is generated by communist sympathizers is hard to tell, but some of it certainly stems from that source. I am afraid that the newspapers have given too much prominence to the activities of McCarthy's committee. The claim is made that the Wisconsin senator is doing all this to build himself up politically, but he is delving into a matter so vital to the future security of this nation that his activities must be taken seriously.

I HAVE JUST READ the short book, "God Forgive Us" by Robert H. W. Welch, Jr., which was loaned to me by Allen Beck of Palm Springs just before I left. After reviewing the blunders, betrayals and deceptions which formed the United States foreign policy during the past several years, he recites in one short paragraph the terrific losses this country has sustained in human lives, resources and prestige as a result of communist-dominated officials in our government, largely in the state department. Here is pretty conclusive proof that China need never have been lost to the communists and that the Korean conflict could have been prevented.

Welch's conclusion makes us realize that somebody — whether its Senator McCarthy or not — must keep the American people awake to this real threat to our future. He says: "It is high time for us to start guiding our feet by the lamp of experience. It is high time to put in charge of our government, men—and only those men—about whom we know everything, concerning whom there can be no possible question as to their intellectual honesty, their abilities, their patriotism, or the patriotism of those with whom they have closely associated. It is high time that, by impeachment or by elections, we stop trusting the future to those who have betrayed the past."

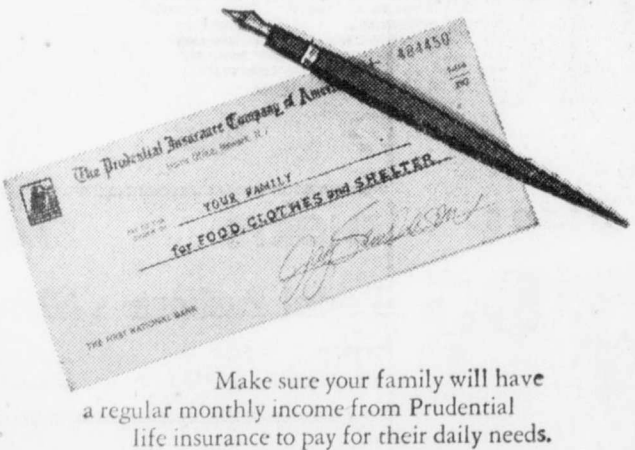
It is interesting to note that Welch wants to make certain of the patriotism of those with whom our public officials are closely associated. People are known by the company they keep. We have found in the past, many public officials whose personal loyalties were not questioned but who kept company with known communists. Herein lies an answer to the perplexing question as to why certain high officials, particularly in the state department, sided with the communist cause time and again.

I believe that the American people are convinced that this nation has been betrayed by communist sympathizers, and that the people are in favor of an eternal vigilance against a repetition of what has passed or what has happened in the past. We would like to see that a constant eye is kept on our public officials, to make sure of their loyalty, honesty and ability. They do not think, I believe, that this phase of our governmental activities should overshadow the many other immensely important matters which effect our daily lives.

So, even though McCarthyism is made an issue during the coming election, I believe that the voters will show a greater interest in evaluating the accomplishments of the Eisenhower administration. Not many people are going to be inclined to blame President Eisenhower for McCarthy's extreme measures, but we will just have to wait and see.

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I RISE TO REMARK

By CONGRESSMAN JOHN PHILLIPS

There are dramatic moments on the floor of the Congress which break the routine, day after day procedures on legislation. Without doubt the most important matter so far before this Congress was the revision of the Internal Revenue Code and the attempt by the Democratic minority to amend this bill to increase personal income tax exemptions for individuals. This of course is exactly the opposite position, taken by the same individuals, under similar conditions in the 80th Congress. It was obviously a political move.

The Ways and Means Committee has spent many, many hours in the past fifteen months on hearings and executive sessions. On March 9th the new bill was introduced and the bill itself, H.R. 8300, has some 875 pages, and the committee's report, section by section, including the minority report, has approximately 450 pages. This is the first complete revision of the Internal Revenue Code for over 50 years.

THE ITEMS USED by the minority party to force a vote were whether there should be an increase in the personal exemption and a retention of the double tax on dividends. This came in the form of a motion to recommit. On the first call of the roll on this motion, it appeared that the Democrats were 8 votes ahead, but the second call, which is the custom, showed the Republicans had defeated the motion to recommit 210 to 204.

The vote was generally on a party line, although 10 Republicans and 9 Democrats broke the ranks. The bill was then passed, 339 to 80, with 208 Republicans and 131 Democrats voting for the bill and 5 Republicans, 74 Democrats and our one Independent voting against it. As indicated by the vote, both sides were well represented on the floor and the galleries were full.

There has been considerable correspondence in all Congressional offices in connection with various phases of this Revenue Bill. Judging from the subject matter of that correspondence, certain provisions are of particular interest to the people at home.

ONE ITEM was the allowances for dependents. The new bill provides that parents can claim deduction of \$600 for each child regardless of the child's annual earnings. Aged or other dependents cared for jointly by various members of the family, can be rotated for full exemption among the taxpayers.

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THIS SIDE OF THE SUN

By Phot
Through every pool they wildly dash,
And deluge all with one big splash.

Every time it rains I get the urge to talk about the motorists who, instead of slowing down and getting into low gear at the sight of a great lake on the street, speed up and dash through, sending a spray on either side like a motor boat. It's disconcerting to drivers who approach slowly so as to avoid a splash and then have someone zoom wildly by them, covering their car with mud and causing pedestrians on the sidewalks to use unseemly words.

BUT BEFORE reviling the rain too much, give a thought. Into every life some rain must fall or we'd dry up and blow away. And our rains this year have been well-timed and courteous. Only one event was rained out here so far this season. That was the tennis tournament but it was completed by moving beyond the fringe of the storm. Last weekend the rains held off here until the 19th annual O'Donnell Invitational was completed. When the last putt was sunk, it started to rain. And then, too, remember the brand of weather we had when President Eisenhower was here. Beautiful. And all of those eastern correspondents and photographers are still talking about it. They are convinced that it's usual and what we have all of the time. Well, we do—mostly.

IT IS EARLY in the morning and there is no one at the city hall so I cannot check on this to make sure. But an item in the Los Angeles papers Tuesday made me wonder. That item set forth that 12 persons had been arrested and were to be tried under an anti-litter law. I know we have laws forbidding dumping in vacant lots but do we have one which could put a crimp in the pocketbooks of those who throw trash out of cars along the roadside? I am pretty certain we do but cannot recall of a case where someone was hauled before the judge for that transgression. If some of the litterbugs were forced to say "Good morning, Judge," it might help.

THIS MCARTHY business has everyone talking. Overheard two men at the counter of a portable dispensing salon discussing it the other morning. Said the first, "What do you think of McCarthy?" Answered his imbibing partner: "Well, I dunno. Clem's pretty good but I think Joe Hernandez calls the races better." ... If these pieces in the past few days seem to stumble and falter, it's because my favorite old typewriter is in the shops for an overhaul and I've borrowed the newest one in the shop. It's not as good as that 10-year-old warhorse of mine and I wish I had it back. But it got to throwing type off the keys again. Once I lost an 's' and had to lisp all the way through two columns with 'eth' until I got it fixed. This time it threw the 'p' key. So far that they had to send for a new one.

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The tax bill will next be considered in the Senate and the final decision will probably be made in Conference between the two Houses.

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496 N. PALM CANYON DR.
TV at its best! Don't Miss "Ford Theatre," KNBH (4), Thursday, 9:30 p.m.

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Museum Notes
Thursday, March 25—7:30 p.m. At Museum. Annual Members Meeting and film: "The Edge of the World."
Friday, March 26—8 p.m. At Museum. Anthropology-Geography series: "A New Frontier," "Cross-Roads of the Cross" and "Malaya".
Saturday, March 27—9 a.m. Field trip to Box Canyon. Bring lunch and water.
Saturday, March 27—8 p.m. Frances Stevens school. Guest-lecture series: Dr. H. G. Marks will present a slide program on "Flowers and Mexico."

Life expectancy is increasing. You can expect anything these days.—Wildroter.

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176 S. Indian Avenue
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Palm Springs 2954

45-149 Smurr Avenue
Phone 7-3416 Indio

CASH IS STOLEN
Theft of \$30 from his wallet left in a desk in the high school gymnasium Friday was reported to police by Teacher Ralph Watt.

HUB CAP TAKEN
Theft of a hub cap from his parked car was reported to police Saturday by Dr. Benjamin Goldberg, 1230 Via Monte Vista.

Savings Associations Set New Mark in Home Loans

California's savings and loan associations made more home loans during 1953 than at any time in their history. Neill Davis of Los Angeles, executive vice-president of the California Savings and Loan League, reported this week to William Smith, president of the Coachella Valley Savings and Loan association.

According to the tabulation just released, these thrift and home financing institutions made 122,312 home loans for a total of \$992,813,279 last year, which is up 7 per cent in number and 12 per cent in amount over the 1952 figures.

"These figures are particularly significant," Davis said, "in view of the fact that for the second consecutive year they top those of 1950—the nation's peak new construction year. Even though home building was down in 1953, as compared with 1950, California's savings associations made 14 per cent more home loans last year than in 1950 and 40 per cent more, dollar-wise."

Of the total home loans made during 1953 by these thrift and home financing institutions, 43,725 were for the construction of new homes. This category totaled \$455,099,047 and was 36

per cent of the aggregate number and 46 per cent of the aggregate amount.

An additional 60,459 loans, amounting to \$437,071,167, were made for the purchase of existing homes or for refinancing. The remaining loans, numbering 18,128 and amounting to \$100,643,065, went for home

improvements and other purposes, making up 16 per cent of the total number and 10 per cent of the total amount.

Savings and loan associations, which are currently making 37 per cent of all home loans in the United States, are

the largest institutional home lenders in the nation, Davis concluded.

The Desert Sun—5¢ and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA

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A Gourmet's Guide to the Finest Restaurants in the Palm Springs Resort Area

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Chinese dishes
CANTONESE STYLE
Also STEAKS • SOUTHERN FRIED CHICKEN • COCKTAILS
SAM KEELAND'S
TAMPICO
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OUR 9th SEASON IN PALM SPRINGS
OUR "BRAND" IS DELICIOUS FOOD
TENDER STEAKS
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COMPLETE MENU — SENSIBLE PRICES
Saddle and Sirloin
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Internationally Famous for it's Cuisine
The Only Intimate Night Club Atmosphere in the Palm Springs Resort Area
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CHI CHI RESTAURANT
Complete Merchant's Luncheon 95c
Delicious 7 course Dinner from \$1.95
Eastern Top Sirloin Steak Dinner \$2.85
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Our Dinners Include:
Soup du Jour, Crisp Mixed Green Salad Bowl with our delicious Chi Chi Dressing, Green Vegetables, Baked Potato with Cheese Sauce and Chives, Choice of Desserts from our own Bakery, Cheese Cake, French Pastry, or our famous Black Bottom Pie. Choice of Beverages.
PHONE 7391 Open for Luncheon from 11 A.M. FREE PARKING

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LUNCHEON BUFFET
Served 12 Noon 'til 3 P.M.
REGULAR DINNERS
Choice Steaks . . . Chops
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Just Darned Good Barbecued **Pig Ribs**
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7 Miles S.E. of Palm Springs
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THE GLASS KITCHEN Serve Yourself and Dine
BARBECUED RIBS In a Basket \$1.25
FRENCH FRIES • COLE SLAW all the trimmings
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All food on the above menu may be boxed to take out At No Extra Charge.
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Special 95c Variety Plate LUNCHEON
DINNERS from \$1.40
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ITALIAN FOOD at it's BEST
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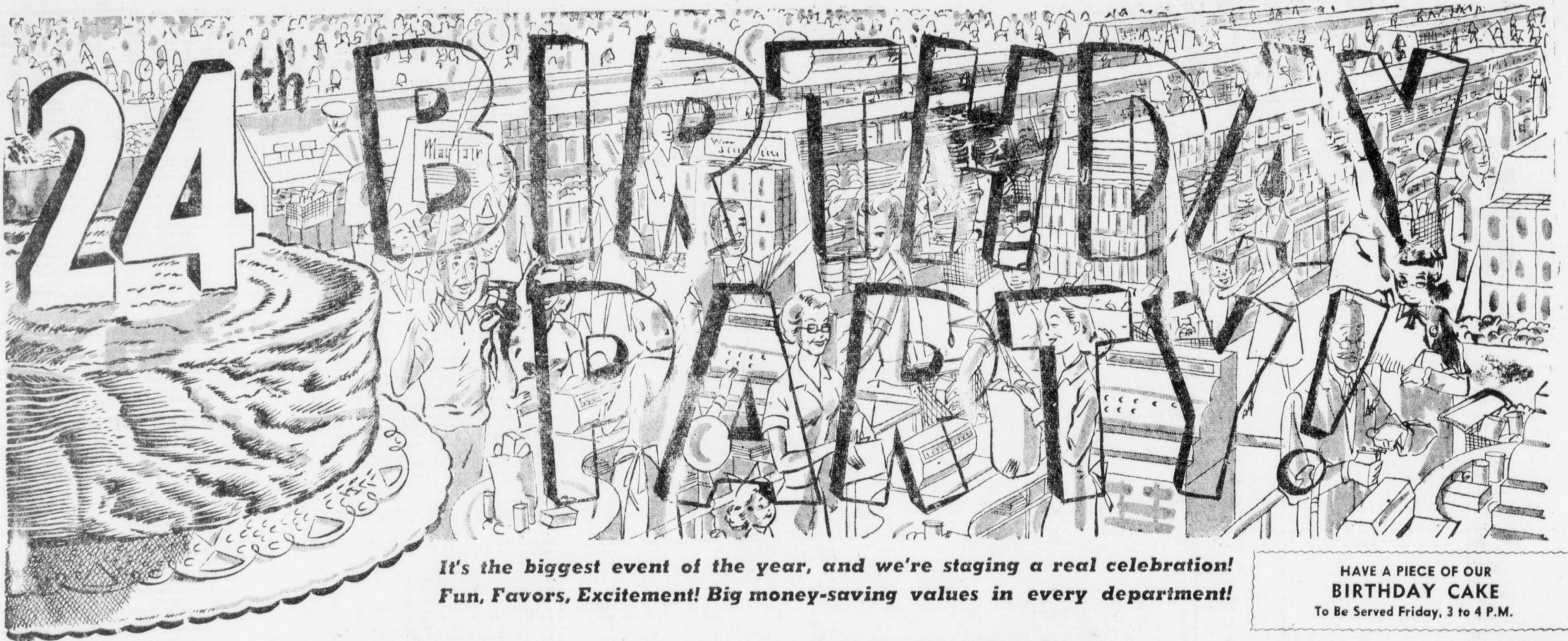
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U. S. Choice Grade, Lean, Tender Steer Beef

ROUND STEAK

Guaranteed Tender and Juicy!

Porterhouse 98¢
T-Bone Steaks 95¢
Swiss Steak 65¢

65¢
lb
Tender and Juicy

U.S. Choice Graded, Lean, Steer Beef
RUMP ROAST

TOP SPRED, YELLOW

OLEO
Qts. in 1-lb. Ctn. **18¢**

PRIORITY, CHUNK

TUNA
6 1/2-oz. Flat Can **25¢**

VAN CAMP'S - 12-Ounce Bottle

TOMATO CATSUP 11¢

FOOD CLUB

FROZEN FRYERS 1 lb., 12-oz. Pkg. **\$1.00**

FOOD CLUB, FANCY

TOMATO JUICE 46-oz. Can **21¢**

ARDEN'S PROCESSED AMERICAN

CHEESE FOOD 2 lb. Loaf **69¢**

FOOD CLUB, PURE VEGETABLE

SHORTENING 3-lb. Can **75¢**

U. S. Graded, Lean Steer Beef

CHUCK ROAST

BLUE RIBBON
U. S. Choice

39¢
lb.

Red Chinook
SALMON
Center Cut Steaks **49¢** lb.

Fancy Fresh
OYSTERS
12-oz. Jar **49¢**

Fresh, Pan Ready
STEWING HENS

49¢
lb.

Dubuque's Mississippi
SLICED BACON

1-lb. Pkg. **73¢**

Mayfair Garden Fresh PRODUCE
AGAIN - By Popular Demand!

EXTRA FANCY - GARDEN FRESH
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5¢ ea.

U.S. NO. 1 Russett
POTATOES
10-lbs. **25¢**

U.S. NO. 1 SPANISH
ONIONS
4-lbs. **9¢**

EXTRA FANCY & FANCY
COMBINATION RED WASH.
DELICIOUS WINESAP
APPLES
3-lbs. **29¢**

GARDEN FRESH, TENDER
CARROTS
— Tops Off —
2-lbs. **9¢**

FLAVOR FRESH

PEAS
2 17-oz. Cans **25¢**

FROZEN FOODS
FOOD CLUB

PEAS
2 10-oz. Pkgs. **29¢**

Food Club, French Cut Green Beans 10-oz. Pkg. **19¢**
Food Club, Cuts and Tips Asparagus 10-oz. Pkg. **29¢**
Downyflake Waffles 6-oz. Pkgs. **39¢**

DELICATESSEN

Pioneer, Tender Skinless
FRANKS
All Meat 1 Lb. Cello Pkg. **42¢**

Fancy, "Open-Eye" Swiss Cheese By the Piece **49¢**
Full Cream, Rindless Cheddar Cheese 8-oz. Chub **45¢**
Oscar Mayer Braunschweiger **33¢**

1-CENT DEAL
Sweetheart Soap
4 Reg. Bars **24¢** 4 Bath Size **36¢**

Salad Dressing
Miracle Whip

Qt. Jar **53¢**

Pillsbury's
Cake Mixes
White, Yellow, Devil's Food

Reg. Pkg. **29¢**

Elna, Sliced or Halves
Cling Peaches

29-oz. Can **19¢**

Food Club
Apple Sauce

17-oz. Can **14¢**

PEANUT BUTTER Food Club 12-oz. Root Beer Mug **33¢**
DEL MONTE PEAS 17-oz. Can **19¢**
RITZ CRACKERS 1-lb. Pkg. **33¢**
ELNA TOMATOES In Puree 29-oz. Can **14¢**
Strawberry Preserves ELNA 2-lb. Jar **49¢**
TIDE DETERGENT Giant Pkg. **69¢**
MAYFAIR BLEACH Half Gallon **18¢**
ZEE TOILET TISSUE 4 Roll Pack **29¢**
KRAFT'S PARKAY OLEO 1-lb. Ctn. **29¢**
KRAFT'S SALAD OIL Qt. Btl. **59¢**

PARSON'S SUDSY AMMONIA Qt. Btl. **24¢**
B & M BAKED BEANS 13-oz. Pkg. **19¢**
BLUING FLAKES BLU-WHITE 4 Reg. 28¢
P.Y.O.-MY BROWNIE MIX 12-oz. Pkg. **31¢**
WESTON'S CHOC. NUT COOKIES 9-oz. Pkg. **32¢**
NEW TYPE CLEANSER OLD DUTCH 2 Reg. cans **25¢**
ZEE LUNCH BAGS 2 20-ct. **21¢**
ZEE PAPER TOWELS 150-ct. Roll **19¢**
ZEE PAPER NAPKINS 80-ct. Pkg. **15¢**
COMFORT, TOILET TISSUE 4 Roll Pack **37¢**

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Reg. \$3.69 Clinton County
Straight Bourbon
6 Years Old **\$3.19**
86 Proof 5th

Willow Springs, 7-year old **Bonded Bourbon** **\$3.98** 5th
Picadilly Club Special Pot Still Process **\$2.79** 5th
Dry Gin 85 Proof
Don Juan Imported 7 Years Old **\$2.89** 5th
Gold Rum
Torino, California Brut, Pink or Sp. Burgundy **\$1.79** 5th
Champagne
Carnegie's Imported Reg. \$4.99 **\$3.98** 5th
Scotch Whisky

PET MILK
2 Tall Cans **27¢**

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BABY FOODS
4 Reg. Cans **36¢**

For Salads or Cooking
WESSON OIL
Quart Bottle **62¢**

Shortening
Snowdrift
3-Lb. Can **88¢**

American Beauty
Spaghetti
16-oz. Pkg. **22¢**

Swift's Lunch Meat
PREM
12-oz. Can **47¢**

Mild Detergent
TREND
Lg. Pkg. **21¢** Giant Size **52¢**

For Automatic Washers
ALL
24-oz. Pkg. **40¢**

MarVELous for Dishes!
VEL
Lge. Pkg. **29¢** Giant Size **71¢**

Calo
Pet Foods
Dog 1-lb. **27¢** Cat 8-oz. cans **25¢**

Gerber's
Meats for Babies
3 1/2-oz. Can **20¢**



With Hildy Crawford

Party, party, party... and all kinds... cocktail parties, dinner parties, bridge-luncheons, brunches, luau and chuck-wagon... continue to crowd the Palm Springs social calendar... as the Spring season opens...

Mingled with the private parties... are such big affairs as tomorrow night's Mardi Gras ball at The Tennis Club... the Republican supper at Shadow Mountain Club... and the Beaux Arts Club at El Mirador... early in April... Never a dull moment...

Becker Party

The party given by Charles and Win Becker Saturday night... was one of the largest in recent Palm Springs social history... with around 300 in attendance... The guest list was like a Village directory... and the house and pool area were both crowded... The Becker's beautiful home at 828 Avenida Palos Verdes... looked like a stage setting... with the mob scene from a super production...

The party honored Mr. and Mrs. Louis F. Gillespie... During the cocktail hour... two cowboy singers, Tex Kidwell and Harold Tonne, circulated through the crowd... strumming guitars and singing... The Beckers had originally planned to set up the tables for the chuckwagon supper... on their tennis courts... but, because of the threatening weather... the supper was moved to Deep Well...

George Kalnapau and the Hawaiian Serenaders from El Mirador's South Pacific Room, played songs of the Islands... and there was a Hawaiian dancer... Succeeding this, Jules DeVorzon and his band played for dancing... and guests gathered about the cowboy singers... to sing old favorite songs... This was one of the biggest and one of the gayest of the 1954 parties...

I hear that Lily Pons won the 1954 Ford given away by the Los Angeles Orphanage board...

Floor Show

The entertainment at Palm Springs parties often includes headliners... There was a regular floor show at George Goldberg's Sunday night cocktail-chuckwagon supper... at his Buena Vista drive home... The rain drove the party, which had been planned for the patio around the pool, indoors... and floor space around the piano was at a premium... as entertainer succeeded entertainer... Bill Kenny of the Ink Spots sang his great songs... and Connie Barlow and Gracie Frankel had everyone begging for more... Christine Nelson (she is wife of the disk jockey Louis Quinn) sang some of her famous parodies... Tex Kidwell gave out with Western songs and old favorites... It was the birthday of lovely Boni Buehler and everyone joined in singing the Birthday song for her...

The Arnold Steeles (she is Pamela Britton of the films) were among the guests... as was Rear Admiral Daniel Gal-

lery, Chief of the Naval Air Reserve Training...

The host and quite a few others were in Western dress... including Elsinore Machris, Dorothy Gray and Rose Minis... Commander and Mrs. Maurice Horner, Commander Tom White, George and Ethel Strebe... Mrs. Samuel Kaplan... Howard and Kay Morris, E. Roy Fitzgerald, Janet Essroger... Scotty Rubin (the bevy of pale-face beauties with him were the Motorama girls), Sammy Sonntag, Jimmy Morton... Other guests enjoying the entertainment and the chuckwagon supper prepared by Jack Boyer were... the Chester Adlers, Asher Levys, Bill and Eve Brooks... Monte and Betty Herbert, Miss Jo Anne Samish, Mrs. Arthur Samish, Dr. and Mrs. Alfred Strauss, Marjorie Friedlander... Bill and Elsa Bassichis, the David Gillams, Joan McManus, John and Gwen Costello, the A. R. Simons, the Lloyd Simons, Ruby and Connie... Ned and Joann Crawford, Mrs. E. H. Robertson, Sherman and Jeanne Hull, the J. Sanford Roses...

well, Alfred Strauss, Crooke Whatley, Edwin Silverman... Homer McKee and Louise Nelson... A gay dinner party at El Mirador Monday evening... was hosted by John Gillin of Dallas... In his party were Miss Lily Pons, Ray Ryan, Former Ambassador Joseph E. Davies, Miss Lee Anderson...

Cocktail Chatter

Bill and Elsa Bassichis, popular Clevelanders, filled their Racquet Club bungalow with a group of merry friends Saturday night... for another in their series of parties... The J. Sanford Roses were co-hosts...

Enjoying the cocktails, chatter and canapes were... The Joseph Grabners (nice to see Mary out again), Dr. and Mrs. Alfred Strauss, Tom and Theodora Fleming... Ben R. Meyer, the Bob Bregmans, Carl Leserman, Frank Mandel... Velma Silverman (her husband Alvin flew in the next day from Chicago), Dorothy Gray, Harry Joe Brown, the Monte Herberts... Commander and Mrs. Maurice Horner, Commander Tom White... Mr. and Mrs. Lou Gerst, Manfred Goldman, Sidney Adelstein... Bill and Eve Brooks... and many more...

In Mural Room

The Mural Room at the Racquet Club was the scene of a very lovely luncheon yesterday afternoon... when that popular hostess Mrs. Edward Bacon entertained...

The party was arranged as a farewell for Mrs. Maurice Horner, who leaves soon for Glenview, Illinois... and to honor Mrs. Bacon's houseguests Mrs. Thomas Fitzpatrick of Los Angeles and Mrs. Samuel Means of Tahoe City, who is just back from a tour of Mexico... Sprays of the orchid-like blooms of the tulip tree were used as table bouquets... Among the fifty-some guests were Mesdames Fred Ingram, John Costello, Newton Hotchkiss, P. A. Staley, George Wheeler, William Bannerman... Owen Churchill, Dick Edwards, Monte Herbert... Arnold Rum-

Social-Club Calendar

(Clubs and organizations are invited to send in meeting dates for listing.)

March 25
Lions Club, Chi Chi, noon.
Elks Lodge, lodge hall, Hwy. 111, 8 p.m.

Garden Tour, sponsored by Palm Springs Garden Club, starts at 480 Via Lola, 1:30 p.m.

Katherine Finchy P-T Group, school auditorium, 7:30 p.m.

March 26
Mardi Gras Party, The Tennis Club.

March 29
Air Force Reserve Unit, P.S. high school, 7:30 p.m.

March 30
Soroptimists, Chi Chi, 12:15 p.m.

St. Paul's Lenten Tea, 776 Mission road, 2:30 p.m.

First Nighter dinner, Howard Manor, 6:15 p.m.

March 31
Rotary, The Tennis Club, 12:10 p.m.

Rotary Ann's, The Tennis Club, 12:10 p.m.

well, Alfred Strauss, Crooke Whatley, Edwin Silverman... Homer McKee and Louise Nelson...

A gay dinner party at El Mirador Monday evening... was hosted by John Gillin of Dallas... In his party were Miss Lily Pons, Ray Ryan, Former Ambassador Joseph E. Davies, Miss Lee Anderson...

Rainy Monday

A rainy Monday afternoon party that just grew... at Theodora Fleming's house was fun... as informal affairs usually are... The George Williams of Chicago (the manufacturer of the 'Oh, Henry' candy bar) who leave this week for Rancho Santa Fe were there... Mr. and Mrs. Joseph Ross of Chicago, who are vacationing at Deep Well... Mr. and Mrs. Blake Rogers of Canon City, Colorado, Father Tom English and his brother Monseigneur English, the Packy Dees... and, of course, Theodora's mother, Mrs. Austin Lynch, who leaves tomorrow to return to her home in Chicago... albeit reluctantly, I hear... Tom was in town on business and missed the fun...

Franklyn and Lillian MacCarthy are shuttling back and forth... between Palm Springs and Los Angeles... Lillian was surprised when she got in the other day... to find a box of flowers that had been airmailed to her from Honolulu... They were from a friend of a friend... who had missed meeting the MacCarthys when they were in the Islands... That's the true 'aloha' spirit...

The Paul Kellys spent a few days at The Desert Inn... Paul and his charming wife were celebrating an important anniversary... It was just a year ago that he recovered from a heart attack that almost cost him his life...

March Roses

Magnificent March roses from their own garden decorated the luncheon table yesterday... when Mrs. John Q. McClure was hostess at a party honoring Mrs. Frank Bering of Chicago...

Attending the luncheon which (Please turn to Page 6c)



(Anderson Photo)
LADIES-IN-WAITING — In the court of the Queen of the Mardi Gras Ball at The Tennis Club tomorrow night will be these charming ladies-in-waiting, in front, from left, Mrs. John McClure, Mrs. John Costello, Mrs. William Malouf; standing, from left, Mrs. Howard Morris, Mrs. Jacqueline Cole, Mrs. John Kenaston. Others in the Queen's court will be Mrs. George Wheeler, Mrs. Edward Houghton, Mrs. Ernest Pagano. The identities of the King and Queen have not been revealed.

Mystery and Glamour Mark Plans for Mardi Gras Ball

The Mardi Gras comes to Palm Springs tomorrow night, when The Tennis Club stages its fabulous Mardi Gras ball, honoring Mrs. Belmont Sanchez, who was the Queen of the Krewe of Venus ball. The King and Queen, wearing the royal robes, will not be identified until after they open the ball in traditional Mardi Gras style. The ladies-in-waiting for the Queen's court have been chosen from among the most beautiful and most popular of Palm Springs' socialites, and will be masked in true New Orleans style. It will be a formal dinner, with most of the men wearing white dinner jackets. With the club atmosphere already Parisian, special Mardi Gras decorations will enhance the illusion, and the Mardi Gras ball will be in the best Tennis Club tradition of beautiful women, beautifully gowned.

The ladies-in-waiting for the Queen's court have been chosen from among the most beautiful and most popular of Palm Springs' socialites, and will be masked in true New Orleans style. It will be a formal dinner, with most of the men wearing white dinner jackets. With the club atmosphere already Parisian, special Mardi Gras decorations will enhance the illusion, and the Mardi Gras ball will be in the best Tennis Club tradition of beautiful women, beautifully gowned.

Admirals are Entertained at Luncheon

Two of Palm Springs' distinguished visitors of the week, Vice Admiral John Dale Price, and Rear Admiral Daniel V. Gallery were honored at luncheon hosted in the Garden Room of the Racquet Club by Commander and Mrs. Maurice Horner.

Admiral Price, whose headquarters are at Pensacola, is Chief of Naval Air Training for the country and Admiral Gallery is Chief of Naval Air Reserve Training with headquarters at Glenview, Illinois.

Others in the party included Lieutenant Commander Dobbs, Lt. Ed Oliphant, and Lieutenant Commander Tom White.

Admiral Gallery stayed at the Racquet Club during his Palm Springs visit, while Admiral Price remained in the village for but a day.

Sister Honored at Luncheon

Former Governor and Mrs. Alvin T. Fuller of Boston, were hosts Saturday at luncheon in the Garden Room of the Racquet Club honoring Mr. Fuller's sister, Mrs. Fuller Halsey of Santa Barbara.

Guests for the pleasant occasion included Mrs. Frank Bennett, Mr. and Mrs. Kirk Johnson, Mrs. Jean Armstrong, Jack Williamson and Jack Parker.

Chase Son Here for Short Visit

Pvt. Allen K. Chase, son of Mr. and Mrs. C. Thurston Chase Jr. of Thousand Palms, flew out Sunday from Ft. Campbell, Kentucky to visit the Chase School.

Young Chase, who is one of four sons, plans to join the faculty of his parents' schools. He and his bride, the former Ann Burton of Providence, enjoy the West and especially the Palm Springs area.

Annual Club Flower Show on April 5

"The Blossoming Desert" will be the theme for the annual Flower Show of the Palm Springs Woman's Club, to be held at the clubhouse on April 5.

It will be held in conjunction with the regular club meeting, and is open to all members to exhibit flowers and other products of their gardens in artistic arrangements.

Mrs. Chester C. Moorten, general chairman for the flower show, announced that awards will be presented and there will be a sweepstake prize. Entries must be at the clubhouse by noon on April 5, Mrs. Moorten said.

Waters Host Dinner Party

Mr. and Mrs. Norman Waters entertained at cocktails at their home Sunday evening, followed by dinner at Thunderbird.

Their guests included Major and Mrs. Reuben Fleet, Mr. and Mrs. Ed Bishop, Mr. and Mrs. Thomas Fleming, Mrs. Austin Lynch, Bud Fleming, Mr. and Mrs. William Malouf, Mr. and Mrs. Albert Ralph, and Mr. and Mrs. Jack Allgaier.

Mrs. W. N. Morse of San Francisco and Miss Elizabeth Quinn are guests in The Tennis Club bungalows.

Malters Go Abroad on Year's Tour

Mr. and Mrs. F. J. Malter, of Palm Springs and Los Angeles, arrived in Europe March 8 via Trans World Airlines Constellation after a trans-Atlantic flight from New York, with their two children, Mark, aged 6 and Jennifer, aged 3 years.

These passengers are among the many persons taking winter trips to Europe, according to TWA travel officials, who estimate that travel on its trans-Atlantic routes this winter will increase more than 10 per cent.

Mr. Malter, who is treasurer and director of Syndicated Land & Stock Co., Inc., and also an executive on the board of the Boy Scouts of America and their chairman of public relations, plans to be away from the States for one year. With his family he will visit the British Isles (England, Ireland, Scotland and Wales), France, Germany, Austria for skiing, Switzerland, Italy, Spain, Denmark, Sweden and Norway.

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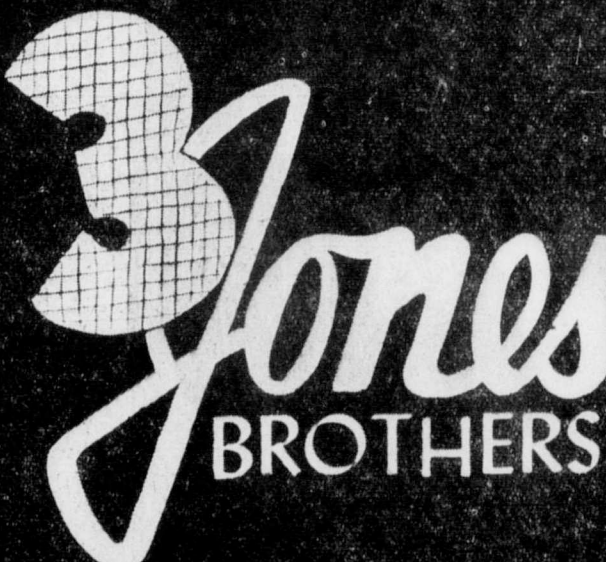
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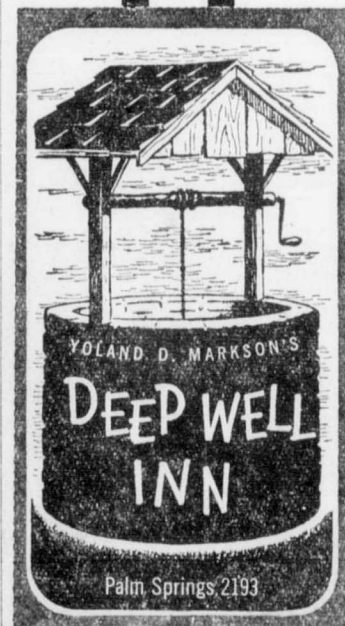


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Palm Springs

Cake Baking Contest and Finals to be Held Here

The Palm Springs district division of California Electric Power Company's 50th Anniversary cake baking contest will be held at El Mirador hotel on April 12 and 13. It was announced today.

Representatives of local women's organizations will compete in the division contests and the winner will represent her club and area in the contest finals to be held at El Mirador hotel in Palm Springs on April 28.

Division winner will receive a prize choice of a Westinghouse steam iron, fryer or electric sheet, and the club she represents will receive a cash prize of \$50. Local division contests are admission-free events to which the public is invited. Programs and prizes are planned for the public at all contests and Bob Parker, Southland radio personality will be master-of-ceremonies.

Irma Taucher Presides at Conference

Mr. and Mrs. Albert Taucher of Palm Springs have just heard from their daughter Irma about the exciting weekend she spent at Santa Barbara, where she presided over the annual conference of the California Athletic Federation of College Women, of which she has been president for the past year.

The conference, held at the Mar Monte hotel, was attended by one hundred college women. Irma, a junior at University of Redlands, where she is also president of the Women's Recreation Association, was a member of the 1951 class of Palm Springs high school. She represents one of Palm Springs pioneer families, her grandparents, Mr. and Mrs. Carl Taucher having lived here forty years, and the Winter Garden hotel, which they established over thirty years ago is one of the earliest resort hotels.

A major in physical education and mathematics at Redlands, Irma expects to make teaching her profession and her interest in physical education has already put her in the forefront of California's college world.

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FREE PARKING

The contest is aimed at selecting a recipe to be used by Calceitric home economics to celebrate the company's fiftieth birthday.

Winner of the local contests will compete against winners of other local contests in the finals in Palm Springs. All contestants will be overnight guests of Calceitric at El Mirador after the contest.

The winner will receive her prize choice of a Westinghouse toaster, food mixer or electric blanket and the club she represents will receive a cash award of \$250 from Westinghouse.

The winner of the local contests will be selected by a panel of local judges and will be named on April 13. Contests in Palm Springs district will be held at 10 a.m., 2 p.m. and 7:30 p.m. on April 12, and April 13.

Cash prizes will also be awarded to the women's organization which has the largest number of members in attendance during the local contests.

Engaged Couple Surprised with Dinner Party

Rev. Deran Yaylian and Miss Ann McDowell, whose engagement was announced recently, were honored Friday night at a surprise party.

The event was a spaghetti dinner given in the parish hall of the Community church by Rev. Yaylian's Sunday school class, "The Builders."

A gift of a camera and photographic equipment was presented to the guests of honor. The evening's entertainment presented songs by Mrs. Arleen Collier and by a trio, composed of Jim Hadlock, Leo Wozniak and Dr. William Catherwood Jr.

The tables were decorated in a scheme of pink and white, with sweet peas, daisies and candles in those colors.

At the party were Rev. and Mrs. James Blackstone Jr. and their daughter Bonnie, Mr. and Mrs. A. B. Crist, Mr. and Mrs. Stanford Storer, Mr. and Mrs. Les Walmsley and family, Mr. and Mrs. Mike Maloof, Mrs. Bevis Groshong, Mr. and Mrs. James Hadlock, Mrs. Arleen Collier, Mr. and Mrs. Paul Travers and family, Dr. and Mrs. William Catherwood Jr. and daughter Susan, Dean Robinson of Riverside, and Leo Wozniak, class president, who acted as master of ceremonies.

Mrs. Cassius Peck of LaJolla, lecturer who addresses the Monday luncheon of the Literature Section of Palm Springs Woman's Club at the Tennis Club, and Mrs. William Vosburg, who plays Ramona in the annual outdoor play at Hemet, were weekend guests of Miss Gertrude E. Hunt.



(Chamber of Commerce photo)

AT FARRELL PARTY — The hosts and the guests of honor are pictured at the party given by Charles and Virginia Farrell, honoring the Ward Wheelocks (she is the former Mari

edna Borden). The Wheelocks stopped for a brief visit in Palm Springs on their way to their home in Philadelphia after an around-the-world flight. Mr. Wheelock owns a big New York advertising agency.

Garden Tour Postponed

The Palm Springs Garden Club's annual Gardens Tour scheduled for today has been postponed, Dr. Daniel McCauley, chairman, announced this morning. Gardens are not at their best due to this week's rain, he said in making the announcement.

The next important event to be sponsored by the Garden Club for the public, will be the annual Flower Show, to be held Saturday, April 3, from 10 a.m. to 9 p.m. at Kelley's in the Center. There is no fee or charge of any kind for admission to the show, or for entering arrangements in it. The public is invited to enter dry arrangements, miniatures, bouquets, or others, which will be accepted at Kelley's from 7:30 to 9:30 that morning.

Visitors to the show will vote for their favorite entries in the various classes, so that the most popular ones will be determined. Chairman for this event is Mrs. Arthur Hoff.

At the meeting of the Garden Club on Saturday at the home of Mr. and Mrs. Edward Maggard, plans were completed for these two events. Also Miss Lynne Emerick, assistant at the Desert Museum who studied floral arranging in Tokyo under one of Japan's leading teachers, gave an interesting talk and demonstration for the membership.

In Japan, she said, flower arranging is considered a very masculine avocation, and many generals are experts. Miss Emerick, during her demonstration, duplicated an arrangement she had made for the Date Festival in honor of the Eisenhowers, using magnolia branch, hibiscus, and a teakwood elephant, in a shallow ceramic container.

Suggestions for effective Easter decorative arrangements including using combinations of Smoke Tree with colored Easter eggs and spring flowers, or red cherries (which soon will be abundant locally) with white daisies.

The Howard Tanners (she is the former Bernice Gordon of North Hollywood, who were married on March 17, left Tuesday after honeymooning in Palm Springs at the home of Mrs. Sally Gordon of 557 Calle Palo Fierro.

Mr. and Mrs. Grant Newlin of 340 North Indian avenue, have Mr. and Mrs. A. R. Rodee of Hawaii visiting them. They are Mrs. Newlin's parents.



(Paul Pospesill photo)

AMONG POINSETTIAS — Mrs. George Montgomery and her attractive bride-elect daughter, Anne, pose in the poinsettia gardens at Ingleside Inn, where they are holidaying from San Francisco. During their stay, Mr. Montgomery flew down to have a short vacation, also. Anne is to be wed in Burlingame's St. Catherine church on April 17th, which also is the date of her parent's 25th wedding anniversary. The Montgomery family has been coming to Ingleside several times a season for over 10 years.

The Desert Sun—2c
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954

When a woman says she tipped the scales at 116, she probably didn't tip them at all, she just bribed them.—Phil Mann, York Trade Compositor.

A diplomat is one who can put in his oar without rocking the boat.—Franklin P. Jones.

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New Playhouse Offering is Exciting, Dramatic Theater

"Drama at its very best" is how first nighters were describing the new play that opened at the Palm Springs Playhouse on Tuesday night.

"Watch on the Rhine" is not a dated play but has an eternal message to offer in a politics-ridden world and some of its lines have the purity of Shakespeare.

Helen Stenborg and Barnard Hughes again demonstrate top acting ability. Hughes, in the leading role in which many remember Paul Lukas, is superb. Miss Stenborg in her opening scene walks onto the center stage and looks around at the home she has not seen in many

years and brings tears to the eyes of her audience with the sheer force of her acting. Jessie Glendinning plays the role of the mother, creating a character that lives, breathes and charms, and 12-year-old Barbara Cobin in a minor part grips the imagination. The plot concerns a refugee family from Hitler-ridden Germany and brings the fight against fascism into Washington, D.C.

"Watch on the Rhine" continues through Sunday night. It will be followed next week by another comedy, the very amusing "Time of the Cuckoo."

First Night Popular with Playgoers

Long, U-shaped tables were set up banquet fashion, and outlined in flowers for the First Nighter dinner at the Palm Springs Biltmore Tuesday night. Ninety-five persons attended the dinner, which was presided over by Playhouse Guild President, Mrs. John L. Leavert.

Guests gathered in the Garden Room for cocktails and then moved on to the diningroom, where the dinner menu offered a choice of lamb or chicken as an entree.

Mr. and Mrs. George Simmonds were hosts to a party which included Mr. and Mrs. Asher Levy, Mr. and Mrs. Henry Weinberger, Dorothy Gray, Mr. and Mrs. Sam Greenfield, Mr. George Goldberg.

Mrs. Thomas Fleming had as her guests Mrs. Packy Dee, Mrs. Harold Wright, and her mother Mrs. Austin Lynch.

Among other First Nighters were Mr. and Mrs. S. P. Manasse, Mr. and Mrs. Edward Maggard, Mrs. H. Bedford Jones, Mr. and Mrs. Thomas Holland, Mrs. Austin McManus, Mr. and Mrs. Ennis St. Cyr, Mr. and Mrs. Harry Hill.

Also Mrs. Frank Bennett, Mr. and Mrs. Martin Wade, Mr. and Mrs. Dick Edwards, Mr. and Mrs. Julian Bamberger, Mr. and Mrs. George Waller, Mrs. Charles Dant, Mrs. H. W. Clatworthy, Mr. and Mrs. Jule Hamachek, Mr. and Mrs. Ed Jones, Mrs. Ward Magill.

On next Tuesday evening the First Nighter dinner, which each week precedes opening night at the Palm Springs Playhouse, will be held at Howard Manor, with Mrs. Thomas Fleming as hostess.

Any playgoers wishing to attend should make reservations by calling Playhouse Guild headquarters, 2421.

Karlens Are Party Hosts

Mr. and Mrs. Fred Karlen entertained Sunday night honoring Mr. and Mrs. William Stahl, with cocktails at the Karlen home at Thunderbird, followed by dinner at Shadow Mountain Club.

Among the guests were Mr. and Mrs. Dick Snideman, Mr. and Mrs. Kent Hayes, Mr. and Mrs. Harry Anhalt, Mr. and Mrs. Clark Swanson, the Barney Hinkles, Mr. and Mrs. Milt Hicks, Mr. and Mrs. Lou Manseau, Emily Deware, the Ralph Singers, Mr. and Mrs. Gordon Prentice.

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Spanish, Fresh Tomato, Chicken Livers or Jelly Omelette

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Poached Eggs Benedict
Fresh Mountain Trout, Saute, Meuniere
Calf's Liver Saute, with Bacon
Chicken Livers Saute, with Apples

\$3.50

Broiled Minute Steak, Hashed Browned Potatoes
French Lamb Chops
Tendersweet Ham Steaks, Pineapple Rings, Glazed Honey Butter

CHOICE OF BEVERAGES

El Mirador HOTEL
PALM SPRINGS, CALIFORNIA
"Beneath the Tower of the Stars"



EASTER BENEFIT — Two well-known characters of filmdom Lou Costello and Bud Abbot, appear to be put on the spot by Mrs. Costello, who is selling them tickets to the Easter Festival at El Mirador on April 17. Actually, all three are helping Andrea Leeds Howard and E. Roy Fitzgerald, co-chairmen, to stage the big benefit affair.

Stars Assist with Easter Benefit Work

Andrea Leeds Howard and E. Roy Fitzgerald, chairman and co-chairman, respectively, of the Easter Festival and Dance Benefit sponsored by Our Lady of Solitude Catholic church, have enlisted the aid of such show business greats as Bob Hope, Abbott and Costello, Lily Pons, Allan Jones, Jon Hall, Frances Langford, Estrellita, Gale Clark, and Donald Novis.

Jones, who is singing better than ever these days and has been a long-time Palm Springs resident, was among the first

to offer his talents for this April 17 event at El Mirador hotel.

Frank Bogert will emcee the show and Eddie Le Baron's orchestra will play.

Proceeds from this event, which will be one of the biggest Easter affairs of the desert spa's social season, will go to the church's charitable work.

Even the wives of the stars are pitching in for this very worthy cause, among them being Mrs. Bob Hope, Mrs. Bud Abbott, Mrs. Lou Costello and Mrs. Allan Jones (Irene Hervey).

We're always grateful when the moderator of a radio panel repeats at the end of the program what the subject was, as there is no way of telling just by listening to the arguments. —Detroit News.

Club Filled with Parties at Luncheon

Former Ambassador Joseph E. Davies, who was United States Ambassador to Russia, was the guest of Mr. Ray Ryan for luncheon at the Racquet Club on Saturday.

Entertaining the same day at luncheon were Mr. and Mrs. Alvin Untermyer who were hosts to Mr. Lee Warthen of San Francisco.

Guests of Commander and Mrs. Maurice Horner included Judge and Mrs. Ben Harwood and Mr. and Mrs. Harold Johnson of Butte, Montana, also Lt. Commander Thomas White.

Commander Horner and Judge Harwood were classmates at Yale and until this week had not seen each other in 17 years although they had kept in touch through correspondence.

A luncheon foursome included Mr. and Mrs. Herbert Foster and Mr. and Mrs. Clifford Foster. The Clifford Fosters, who are from Pasadena, are Mr. Herbert Foster's brother and sister-in-law.

Mr. and Mrs. Alfred Hunt, who recently returned from New Orleans where they attended the Mardi Gras, made up a threesome with attractive Mrs. Belmont Sanchez, who served as one of the Mardi Gras Queens this year.

Among the many glimpsed luncheon, Mr. Mervyn LeRoy, who just returned from the film festival in South America, actors' agent Louis Shurr, director Alexander Hall, Mr. and Mrs. Ruloff Cutton, Mr. and Mrs. Clark Cornell, Mr. and Mrs. William Shay with their friends, Mr. and Mrs. Albert Ralphs Jr. of Los Angeles, who were down for the week end at the Club with them, Mr. and Mrs. Benjamin Becker, Mr. Harry Warner, Mr. and Mrs. Edward Bacon, Mr. and Mrs. Bailey Ozer, Mr. William Hays and Mr. Charles Burrow who are also down for the weekend from Los Angeles, Mr. and Mrs. Robert Bregman, Mr. and Mrs. William Bassichis with Mr. and Mrs. J. Sanford Rose, Colonel and Mrs. C. M. Paul with Mr. and Mrs. Eddie LeBaron.

Boni Buehler Honored at Birthday Party

Miss Boni Buehler, lovely, young, former airlines stewardess, was honor guest at a birthday party given for her Saturday night at the Racquet Club by Samuel Sontag.

A huge birthday cake exquisitely decorated with merry pink elephants which were tumbling all over the cake was built around a candle-like box containing several special birthday presents from honoree's friends. A large number of other beautiful presents were opened by the birthday girl.

Among the guests for the evening were Miss Buehler's roommate pretty young actress Marjorie Miller who is making rapid strides in motion pictures, Miss Marilyn Murphy, Miss

Chamber Directors Meet this Morning

Board of directors of the Palm Springs Chamber of Commerce will hold their regular second meeting of the month at 8 a.m., today, Thursday, in the Chamber offices.

President Harry Paisley reports that all committee chairmen will summarize activities of their groups.

Ruth Bradley, Mr. George Goldberg, Mr. John Florea.

A "happy birthday to you" greeting was played to Miss Buehler by Teddy Neill and his orchestra.



DINNER PARTY — Popular hosts, Mr. and Mrs. M. C. Eaton, entertained 35 guests for cocktails and dinner at The Tennis Club. The Eatons are shown, on the left, with their guests of honor, Mr. and Mrs. H. M. Kiesewetter of South Orange, New Jersey. Guests were the Winston Pauls, Reuben Fleets, E. K. Bishops, Donald Gilmore, J. N. Rectors, Fred Karleus, Carl Stoll, E. A. Kellaways, Robert Lars, Charles Beckers, L. F. Gillespies, John Kenastons, Mrs. Hathaway Kemper, Mrs. Boland, Mrs. Stahl, Mrs. A. I. Holten and Mr. John Crawford.

Noted Lecturer on Psychology at Desert Inn

Cleo Dawson, Ph.D., lecturer on practical psychology, will speak in the lounge at The Desert Inn on Sunday evening, March 28, at 8:30 p.m.

Dr. Dawson who spoke before the General Federation of Women's Club in Houston, Texas, is known from coast to coast as a brilliant and forceful speaker.

She spoke at the Redlands Woman's Club on Monday, at Exeter on Tuesday, and will be at Beaumont on Saturday. Other speaking engagements on her West Coast tour are scheduled for Long Beach, Ebell, Hollywood Woman's Club and Sacramento Woman's Club.

The product of five universities, she is a speech graduate of the Baylor College School of Expression, with a bachelors degree from Southern Methodist University, masters and doctorate from the University of Kentucky, where she taught for 10 years.

Toastmistress to Compete in Speech Contest

Mildred Brechlin will represent Palm Springs Toastmistress Club in the Toastmistress speech contest to be held at Apple Valley.

Mrs. Brechlin was selected at the Wednesday night meeting at the parish house of St. Paul's Episcopal church, winning with her humorous speech on "Fishing Pox." Other contestants were Vivian Seiler and Estelle Yerkes.

Frances Blondon will represent the club at the Make-a-Cake contest to be held at El Mirador.

June Travers lead the topic discussion, using words pertaining to St. Patrick's Day Suspicions, and Edith Ritter was hostess of the evening.

Attorney Host at The Oasis

The golden dining room of Hotel The Oasis was the setting for a luncheon given by Tom Yager, Los Angeles legalite, for Mrs. Austin McManus and Beth Scott on Sunday.

Mrs. McManus, one of the leading planners of this desert community, first built the attractive Oasis hotel, which recently was enlarged and completely rebuilt and taken over by Western Hotels Inc.

This great desert planner, Mrs. McManus, is the one who had the vision to build the famous Tennis Club and is now working on a new project on South Palm Canyon drive. Termed the Village Green, her new project includes a group of smart stores around a grassy center, where stands the old fig tree first planted at the original Oasis hotel, which was built in memory of her late father, Colonel John McCallum.

Old age isn't so much that period when a chap stops looking at good looking girls. It's when all the girls look good to him. —Weyauwega (Wis.) Chronicle.

The Desert Sun—3c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954

LAWN CHAIRS STOLEN
Theft of two lawn chairs from the porch at his home at 1010 South Calle Rolph was reported to police Monday by Ellsworth Ross, Los Angeles.

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Society



(Anderson Photo)
IN PALM SPRINGS — Sam Johnson (of the Johnson Wax family) and his fiancée Gene Powers are pictured at the Racquet Club.

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JACKMAN FORSTMANN CHARMEEN GABARDINES	\$45.00	\$32.50
JACKMAN FORSTMANN WORSTED FLANNELS	40.00	29.50
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and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954

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The Desert Sun, P. O. Box 190, Palm
Springs, California.

Lost and Found

LOST: Friday, 6 months male
Siamese, "Chi", vicinity Des-
ert Moon, Mel and Indian
Aves. Yellow paint on paws.
Child's pet. Reward. 363 Mel
Avenue.

FOUND at last, Lecithin SUN
RUB that tones the skin for
SUN TANNING. Kay Mullen-
dore in person phone Mes-
age 9033.

LOST—Gold rim glasses in
pale green case. Corrected
lense. Reward. Ph. 5455.

LOST: Sunday, ladies' watch.
White gold expansion band.
Reward. Phone 7654 or 5.

Personals

SS WE PAY CASH \$5
For diamonds, old gold, silver,
china, antiques, jewelry.
ANTIQUE SHOP Ph. 7-5133
82-857 Miles Ave., Indio

ALCOHOLICS Anonymous, Air-
port, 8:30 Wednesday nights.
Phone 7063.

Service Miscellaneous

Swimming Pools

M. H. Libott Assoc. Inc.
CHEMICALS - REPAIRS
MAINTENANCE - SUPPLIES
CONSTRUCTION
216 N. Indian Ave. Ph. 2143

WINDOW WASHING
and
General House Cleaning
Floor Waxing
Rug Shampooing
BY — THE BARBERS
Established 12 years
Write P.O. Box 268
PHONE 5127

Machine Shop

PALM SPRINGS
ENGINEERING COMPANY
375 Sunny Dunes Road
Telephone 5411
General Precision Machine
Work

Re-upholstering

and Custom Work
Free Pick up and Delivery
TRAMVIEW UPHOLSTERY
67-793 Highway 111
Call HANK RIVERA 8-3322

FURNITURE refinishing and
repairing. Custom pieces
made to order. Highest qual-
ity work. Best local refer-
ences. Phone 2803.

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BERNHARD and WALLER
CATHEDRAL CITY. Ph. 83302.

RADIO, PHONO SERVICE
366 N. PALM CANYON.
BREZIN'S PHONE 6015.

DRESSMAKING — Alterations.
Reasonable prices. 208 E.
Nicolet, Banning, Ph. 8775.

A-1 CARPENTER repairs, re-
modeling or alterations. Ph.
Ken at 7063 or 7691.

Alterations
Please call 9035, Apt. 1
After 10:30 a.m.

Situations Wanted

Typing Service
Correspondence
Invoicing Statements,
Bookkeeping
Reasonable Rates
Phone 2622 - 4414

PAINTING, decorating, paper
hanging. Very reasonable.
Free estimates. Ph. 5850 eve-
nings.

PAINTER — Interior and ex-
terior. Free estimates. Reas-
onable Immediate service.
Phone 7905.

NURSE companion. Refined,
experienced, best Doctor's re-
ferences, give hypnos. Drive,
free to travel. Please phone
3653.

YOUNG lady wants work as
personal maid or chauffeur-
ette. Phone 6495 after 5 p.m.

Situations Wanted

Nurses' Registry

CLARA DWYER, R.N.
Member CSNA, District 34
Pegi Scott's Agency
256 S. Palm Canyon Ph. 7691

DOMESTIC - HOTEL - OFFICE
Carefully screened applicants.
No charge to the employer.
EMPLOYMENT
SERVICE AGENCY
Ruth Sougey Ph. 2556
135 E. Andreas Rd. Ph. 2901

CHAUFFEUR and guide, North
and South America and Euro-
pe. White, middle aged,
know French, English and
Italian. A-1 references. A. V.
66-444 W. 3rd St., Desert Hot
Springs.

WOMAN — Executive secretar-
ial experience, administra-
tive medicine, single, no de-
pendents, free to travel. Ph.
9942.

WANT light practical nursing,
prefer convalescent elderly
people. Phone 4361.

YOUNG man wants full or
part time work. Available.
Phone 3019 before 8 p.m.

Help Wanted

Personal maid, R&B \$200
Couples, hotel, local and out.
Hotel maids, R&B \$125
Secretaries, local and summer
Domestic cook, R&B \$250
Bus boys, waiters, etc.
Waitresses, local and out.

ENTIRE STAFF FOR SUMMER RESORT NEEDED

EMPLOYMENT
SERVICE AGENCY
Ruth Sougey
135 E. Andreas Road
Phone 2901 Phone 2556

Coachella Valley Employment Agency

IMMEDIATE EMPLOYMENT
For couples, waitresses, maids
hotel mgr. (woman), many
others.

271 S. Indian Ave.
Phone 2622
or 4414

MECHANIC

Chevrolet or General Motors
See Mr. Benson
STACK CHEVROLET
Phone 2042

SALESMAN

Experienced in Servel refrigera-
tors, air conditioning and
appliances. Leads furnished.
PAVNYS
1001 S. Palm Canyon Drive

REAL ESTATE salesman or
broker for well located office.
Ralph Weinstein Ph. 2884

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Dart Book Shop
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We have clients interested in
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Ranches - Industrials
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More liberal than banks or fi-
nance companies at legal
California interest. Phone
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Browne and Kirsch

corner Bermudas and Estados
La Quinta

TRUST DEEDS BOUGHT,
SMALL DISCOUNT, PRIVATE
PARTY. WHITE J. NAGLER
330 N. ALFRED LOS ANGELES

WANTED. Short term refinanc-
ing. \$5500 1st T.D. Excellent
collateral. Good deal. Box
467, Desert Hot Springs.

SELL \$4600, 1st T.D. on house
at 607 Calle Roca for \$4400.
Phone Thermal 9-5576.

Lots & Acreage

80 ACRES

GOOD LAND, artesian water
area, partly leveled for cul-
tivation, in center of lot lease
(not leased). 15 minutes
from Palm Springs. Priced
right.

J. Marie Ropp

Ph. Desert Hot Springs 4-2704
COURTESY TO BROKERS

2 LOTS. \$3900 cash. R1. 2 blocks
west of Palm Canyon. R3. 2
blocks east of Palm Canyon.
North of town. Owner, 333 N.
California St., Burbank, Calif.

SACRIFICE — 2 very desirable
South Palm Canyon
home lots. \$6000. Ph. 3308.
P.O. Box 444.

IDEAL hotel or business site,
Palm Canyon Drive frontage,
264 feet deep to Indian Ave.
Centrally located, full price
\$37,500. Phone 2182.

LAS PALMAS ESTATES

2 CORNER lots, water shares.
Priced for quick sale. Phone
2781.

Lots & Acreage

SACRIFICE: El Rancho Royale

lot 113x131. Owner, Los An-
geles, Arizona 8-4861.

105x108 lot on Mesquite at
Calle Fierro. \$2500. Phone
Thermal 9-5576.

For Sale or Exchange

SERVICES

THIS

"DON'T BUY

BUILD"

ADVERTISEMENT
SOLD 3 HOMES IN 2 WEEKS
HERE'S WHAT I OFFER

FOR \$18,950 you can have —
2000 square feet living area
plus roof overhang, 4 bed-
rooms, 3 bathrooms, large liv-
ing room, 12'x8' stone fire-
place, dining room, kitchen,
dinettes, furnace room, cool-
ing system. Insulated. 300
square feet covered patio,
464 square feet double gar-
age. Finest construction. On
your lot.

OR
FOR \$14,750 (1630 square feet).
3 bedrooms, 2 bath rooms.
Large living room, stone fire-
place, dining room, kitchen,
furnace room. Also many
other fine features. 460 square
feet double garage. On your
lot.

NOW ANOTHER
FOR \$13,500 (1474 square feet
living area). 3 bedrooms, 2
bath rooms. Large closets.
Sliding glass doors, living
room, dining room, kitchen
with lots of cabinets. Utility
and storage room, forced air
furnace, cooling system, 429
square feet double garage.
Large patio. On your lot.

OR
will draw PLANS FREE to your
liking IF I BUILD.
MANY OTHERS TO CHOOSE
FROM
PHONE 5114 — 6544

DARWIN

NOW

FOR SALE OR TRADE
HIGHWAY property between
Banning and Palm Springs, 10
acres, 4 buildings, excellent
setup for service station and
lunch room or wrecking yard.
1st spot reached since White-
water by-passed. Has wa-
ter, phone, interested in cash
sale or trade good Palm
Springs residence. See, call
owner, J & S Paving company.
Banning 4215. Brokers wel-
come.

FOR SALE OR TRADE
29 Palms — 240' court site, front-
age 3 streets, near 4 Corners
\$2500 full price or trade for
house trailer comparable
value. Phone 4840 or P.O. Box
873, Palm Springs.

For PALM SPRINGS or vicinity.
Have income property Holly-
wood Blvd. \$6000 yearly in-
come. Leased to 1963. I will
trade up or down, take back
or assume. What have you?
Call 7809.

WILL TRADE MODERN LOS
ANGELES UNITS FOR PALM
SPRINGS INCOME. GIVE
DESCRIPTION — PRIN-
CIPALS ONLY. WRITE BOX
190, FILE W-9.

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Heated Pool

Refrigerative

Cooling

\$27,500

\$7500 below cost

THIS HOME has everything.
Lovely view, walled patio,
large enclosed lanai, 2 bed-
rooms, 2 baths, fireplace, wall
to wall carpeting and drapes.
No expense spared in refine-
ment of equipment and con-
struction. Built only 1 1/2 yrs.
ago by the owner for a home.
Business reasons compel
moving. Shown by appoint-
ment only.

CLARK REALTY &
INSURANCE AGENCY
CATHEDRAL CITY
68-762 Broadway Phone 8-4691

Price Reduced

\$3,000

Priced for immediate sale
\$19,500
Terms to responsible buyer
NEW 2 bedroom, 2 bath house.
Owner built for all year com-
fort. This exceptionally well
constructed house must be
sold due to expanded out of
town business. Among the
many features 5-ton Refriger-
ated Air Conditioning, 100,000
BTU Forced Air Heating Sys-
tem. Beautiful combination
Electric Barbecue and Fire-
place. Two large bedrooms, 2
baths. Tile finished baths.
Numerous cabinets, closets
and storage space. Large lot
select location, plenty of room
for pool. Phone 2011 for key.
COURTESY TO BROKERS

2 BEDROOM home close in.

Fireplace, 3 sides walled,
completely landscaped. Sacri-
fice \$14,900 or furnished
\$16,900. Owner, 1027 San Lu-
cas.

NICE home and income units.

\$16,000. Use terms. Ph. 3308.
P.O. Box 444.

Real Estate—For Sale

Wright-Mathews

SPECIALS

4 UNIT INCOME, priced right,
beautifully furnished.

2 BEDROOM home, outstand-
ing value \$10,750. Tub and
stall shower, hardwood floors,
fireplace with heatolator.
Very large lot nicely land-
scaped. This is a bright,
cheerful home worth seeing.
Will consider small trailer in
part exchange.

LARGE corner income lot in
Joice tract valued at \$12,000.
Priced for quick sale, \$7500.

Billy Wright

Charles Mathews

ASSOCIATES
Marion Mathews - Bob Dietrich
180 S. INDIAN AVENUE
Phone 5308 or 5727

Rancho Mirage

APARTMENTS — 11 units in-
cluding manager's apartment.
Completely furnished, beau-
tifully landscaped, heated pool,
plenty room for expansion.
\$75,000, terms.

\$16,900 — New hillside home,
view overlooking valley and
Thunderbird. Designed for
year 'round living, insulated,
forced air heat, ducted cool-
ing, electric dishwasher, gar-
bage disposal, landscaped.
Reasonable terms.

Rancho Mirage

OFFICE
Call Roy St. Leon P.S. 8-3881
71-811 Hiway 111
across from Post Office

DELUXE HOME

CLOSE IN, south side, beau-
tifully landscaped 2 bedroom
home. Wall to wall carpet.
TV installed, wonderful view
of mountains, this home just
breathes leisure and con-
tentment. \$19,500, furnished.
Terms.

D. Applebaum

REALTOR
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326 S. Indian Ave. Ph. 5555

Offered

by Owner

ATTRACTIVE 3 bedroom, 2
bath, all electric, modern
home in the best residential
section of Palm Springs. Com-
pletely and nicely furnished.
Charming kitchen. Large
walled lot beautifully land-
scaped. Fine view. C. E. Bat-
chelder, 1559 S. Calle Marcus.
Phone 3726. Courtesy to brok-
ers.

2 FOR 1

2 BEDROOM furnished house.
PLUS 1 bedroom unfurnished
guest cottage. 2 car garage.
Located in best rental area,
close in. Owner asking \$16,
500 but will entertain fair
offer.

Ralph Weinstein

REALTOR
256 1/2 S. Palm Canyon Drive
Phone 2884

First Offering

OWNER built 2 year old home.
Completely enclosed and
shrubbed, 120 foot frontage, 2
bedrooms, 2 baths, screened
lanai, including Magnavox
TV, hooked up to cable. Fri-
gidaire, Roper range, wall to
wall carpet and drapes, large
kitchen with birch cabinets.
2 car garage. Special price for
quick deal. Small down pay-
ment. Phone owner, 5296 for
appointment.

LITTLE TUSCANY
BEAUTIFULLY BUILT
SUPERB VIEW 2 BEDROOMS.
2 FULL BATHS. GARAGE.
COMPLETELY FURNISHED.
ONLY ONE OF A KIND!
SALE PRICE \$25,000.

Muriel E. Fulton

REALTOR
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Phone 2225 or 2226

SEE THIS

2 BEDROOM adobe, tile roof,
on 1/4 acre lot. \$15,500, fur-
nished, terms.

Estella C. Ewart

71-384 Highway 111
Rancho Mirage
Phone 8-4203 or 8-3112

Open 12 to 5 p.m.

CASH OUT!!

1470 S. Calle Marcus

3 BEDROOMS, 3 baths. Beau-
tifully furnished, 2 years old.
Pool 18x32. Price \$42,000.
Ph. Mr. Billings, 5689

DUPLEX in Cathedral City on

yearly lease. Bank appraised
\$10,500. Make offer, terms.
Owner, Box 446, Palm
Springs.

OWNER'S new, large 2 bed-

room home with lanai, fire-
place and outside grill.
100' lot. \$13,600. Ph. 3673.

Real Estate—For Sale

\$5000 Down

INCOME triplex — completely
furnished, modern. Three 1
bedroom apartments each.
Large corner lot. Cement
block and tile roof construc-
tion, steel sash and metal
enameled kitchens. All have
tub and shower, laundry
room. Everything rented.
Must be sold because of ill-
ness. Full price \$27,500, easy
terms.

\$4000 Down

2 BEDROOM modern, furnis-
hed. Quality construction. Nice
landscaping and sprinkling
system. Garage. Full price
\$17,500, easy terms.

A \$60,000 QUALITY HOME
3 BEDROOMS, 2 baths, large
lot. Fine swimming pool,
completely walled, exclusive
location. Furnished, \$40,000.
With drapes and carpets
only \$37,000. Good terms.

For Better Values in
Real Estate see—

ADOLPH ISRAEL

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EXCLUSIVE AGENT
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OUTSTANDING BUYS
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All Sizes & Types
Business and income properties

APARTMENT—Brentwood sec-
tion, Los Angeles. Shows ap-
proximately 18% on \$40,000
cash.

CAN YOU TOP THIS?
OUTSTANDING hotel in Palm
Springs! New - Modern - Dif-
ferent. Books show over \$20,
000 NET plus large luxur-
ious owner's quarters. Tip
top location on approximat-
ely 1 acre. At \$147,000, we be-
lieve this to be one of the
finest buys we have ever of-
fered. See it NOW, it won't
last.

To Buy, Sell or Trade
Income Properties Anywhere
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MIKE JEKYLL

Associate of:
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475 N. Palm Canyon Dr.
Phone 2727

AUCTION

"CASA DE LINDA"

PALM SPRINGS
Hotel and Apartments
with filtered Pool
1571 N. CHAPARREL

Sunday, March 28, 2 P.M.
DIRECTIONS: From 1500 block
North Palm Canyon Drive,
east on Chino Vista 3 blocks
to CHAPARREL and property.
10 UNITS, studio kitchen apart-
ments, hotel rooms, hotel
suites with kitchens, plus
managers 2 bedroom and 2
bath apartment and office.
Beautiful grounds, heated,
filtered pool. SALE IMPER-
ATIVE MUST SELL. TERMS,
CASH over \$53,000 encum-
brance.

NOTE: The Auction will be
HELD on the South line of
Palm Springs City limits on
Hiway 111, just south of
Smoke Tree Ranch at 2 p.m.
SHARP.

DEAN S. BEDILION
Auctioneer
"Real Estate Specialist"
Quick Cash for your
Real Estate
4119 W. Olympic Blvd.
Los Angeles WE-39179

BEAUTIFUL corner home, just
completed, in Deep Well
Ranch Estates. This home
has everything you could de-
sire! Refrigeration

The Desert Sun—5c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, March 25, 1954

Real Estate—For Sale 35

Peter B. Sheptenko

OFFERS THE BEST BUYS IN
PALM SPRINGS REAL ESTATE

3 BEDROOM, 2 bath near
schools and transportation.
Asphalt tile kitchen and
bath rooms. Large living
room with fireplace. Large
lot. Reduced to \$12,500.

DESERT GLASS MODERNE. A
little dream house, offering
a view of the desert moun-
tains, sky from every room
in the house. Has 2 bedrooms,
lg. living room with a slab
suspended fireplace. Concrete
block and steel construction.
2 car garage. Lg. walled lot.
House is carpeted throughout.
ONLY \$16,500

4 BEDROOM, 3 bath home.
Beautifully decorated and
furnished. Carpeted through-
out. Large 150 foot corner lot,
completely walled in. Plenty
room for pool and guest
house. All for only \$27,500.

MERITO VISTA All Electric
home, 2 bedrooms, 2 baths.
Large living room with
charming fireplace. Glassed
in lanai. Just one block north
of O'Donnell Golf course. Has
every convenience. Walking
distance to town. Lot alone
worth \$10,000 with six shares
of irrigation water. Beautifully
landscaped. Reduced to
only \$29,500 to close estate

LARGE TRIPLEX. Home and
income. Live in one and rent
two. Beautifully furnished.
Sunny south side of town.
Only \$26,500 and only \$8,000
down. See this buy today.

LET'S TRADE. Submit what you
have to trade for what you
want in Palm Springs.

Peter B. Sheptenko

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727
ASSOCIATE BROKERS
Bill Colven Bill Heiser
Mike Jekyll Fred Koty
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PALM SPRINGS FOR CLIMATE

HAROLD HICKS

FOR

REAL ESTATE

For Over 30 Years

BARGAIN

2 bedroom, FURNISHED
home with lanai off living
room. Close in.
\$11,500.00

Exceptional Buy

Just right for the family.
Near Bob Hope's. 3 bed-
room, 4 baths, large living
room, dining room and
lanai. Furnace heat. Fur-
nished.
\$19,750.00

South End

This is the BEST BUY in the
popular South Tahquitz River
Estate. See this well con-
structed cement block home in
first class condition. 3 BED-
ROOMS, 2 BATHS, large living
room with dining area, mod-
ern kitchen, 2 car garage. Well
landscaped lot with heated and
filtered SWIMMING POOL.
\$29,500.00

IF IT'S FOR RENT OR
IF IT'S FOR SALE

HAROLD HICKS HAS IT

HAROLD HICKS

REALTOR
813 North Palm Canyon Dr.
Phone 2736

AND ASSOCIATES
Mildred Jackson Ray Baur
Burnham Bigelow Ken Herman

Cathedral City

2 BEDROOM home, double gar-
age, choice location. A steal
at \$13,500.

Choice lots, and acre plots
that can be divided into lots.

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Associate of
SHERILL REALTOR
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Open for Offer

Palm Desert

NEW 3 bedroom home. Large
living room, glass doors —
carport. Owner must sell
quickly. Cash or terms.

Edith Eddy Ward

73-667 Hiway 111, Palm Desert
Phone Palm Desert 76-3431

BY OWNER: 2 bedroom, 2 bath
modern, attractively furnis-
ed. Youngstown kitchen, unit
heat, cooling system. 13x34
glassed in lanai. Lot 100x104.
Beautiful view. Landscaped.
\$23,500. Phone 3529.

Real Estate—For Sale 35

Theresa Press

EXCLUSIVE AGENT

SPARKLING NEW — just com-
pleted. 2 bedrooms, extra
room use as den or bedroom.
Modern fireplace, forced air
heat and cooling. Asphalt
tile thru-out. Close to
schools and shopping. Large
lot, country like surround-
ings with expansive view —
and only \$13,900.

3 BEDROOM, 2 bath, 5 year
old home. Immediate posses-
sion. \$12,500.

YOU CAN'T rent a good home
for \$75 per month but you
can own one. See this almost
new 2 bedroom home. \$1000
down. Payments \$75 per
month until paid. Full price
\$11,500.

ONE OF Palm Springs most
beautiful homes offered for
sale. 3 bedrooms, 3 baths,
heated pool, complete
in every detail. See this home,
convince yourself that it is
outstanding. Reduced for im-
mediate sale to \$43,500.

8 UNITS, furnished, close in,
\$51,000.

RENTAL
2 BEDROOM, furnished \$85

THERESA PRESS

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Phone 5282 or 5691

CHARLES DOYLE'S

Hidden Springs

Ranch

15 minutes from Palm Springs

1 1/2 ACRE homestead \$1495 with
water, electricity, phone and
gas. For tax advantages we
sell \$50 down and \$20 month.
Buy these unparalleled es-
tate site bargains for retire-
ment or your child. Doyle
created and originally owned
SMOKE TREE RANCH
where the acre lot increased
from \$100 to \$7800.

BIGGER, newer, 1500 acres,
guest ranch, swimming pool,
dining room, clubhouse, only
10 cent phone toll to Palm
Springs. Wind protected.
Drive out Ramon Road, cross
Highway 99 and 3 miles to
HIDDEN SPRINGS RANCH
Phone 345

DUPLEX — each apartment
has living room, bedroom,
kitchen, dinette, bath. Lot
has room for expansion.
Walking distance of town.
\$16,500, terms.

2 BEDROOM, 2 bath, partially
furnished home on walled
lot. Double garage with sun-
deck, paved drive and patio.
\$15,500.

HALF PRICE CLOSE OUT of
beautiful view lots from
\$1150 up. Rare bargains.

James Hammond

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875 N. Palm Canyon Dr.
Ph. 5373
Associates

Esther P. Hammond
Eve Morgan Lisa Jones

NEW 2 BEDROOM, 2 bath
home on 74 foot lot. Includes
carpets, venetian blinds and
drapes. \$18,500.

John W. Williams

and associates ROSLYN LANG
CLAUDE W. GOTTSCHUET
423 N. Palm Canyon Ph. 3311

\$6900

MODERN two bedroom home
in Rancho Vista Estates. As-
phalt tile floors, aluminum
windows. Large kitchen with
dinette. Lot 100x80. Name
your own terms. Owner P.S.
6035, 2 to 4 p.m.

HOME IN beautiful Yucaipa
Valley to close the estate of
the Rev. R. M. Hogarth. No
smoking. 3 bedrooms, 2 baths,
sunroom opening on patio,
panel ray floor heaters, gar-
age, 1/2 acre landscaped, fruit
trees, berries, rose garden,
circular driveway, close in.
Furnished or unfurnished.
212 N. 2nd St. Yucaipa. Tel.
7-4661.

MUST SELL! Beautiful owner
built Tahquitz River Estate
home. 3 years old; 2 bed-
rooms, large garage, 1 1/2
baths, Spanish tile, breeze-
way, patio, tile fountain,
large lot, landscaped, sprink-
lers. Furnished. \$18,000. 872
N. Riverside Drive.

DEEP WELL ESTATES. Brand
new 2 bedroom, 2 bath de-
luxe. Natural rock roof, fur-
nace heat, air cooled, 2 car
garage. Beautifully designed.
Only \$22,500. Owner ph. 2727

OPEN, NEW HOUSE with TV.
Only one in LAS PALMAS.
Large corner lot, 3 bedrooms
and den, 3 baths or 4 bed-
rooms. All landscaped, real-
istic price. 317 Camino Norte.

BY OWNER. New duplex in
Rancho Mirage. Fireplace,
forced air heat, tile floors, lot
100x240. Room for 8 more
units. For appointment phone
5394.

FOR
BETTER REAL DEALS
SEE
ADOLPH ISRAEL, REALTOR
671 N. PALM CANYON DRIVE

Real Estate—For Sale 35

BOZE BUILDER

NEW triplex, one bedroom
each, corner lot. \$27,500.

2 BEDROOM home, double gar-
age, large patio. Only \$5000
down.
Phone 5370

MAKE MONEY HERE

4 MODERN UNITS. Excellent
rental location. Close in. Big
reduction for quick sale. Call
Mr. Heiser, 2727 or 3283.

2 BEDROOM home, like new,
completely landscaped; fur-
nished; excellent shape; lot
100x110. See owner at 1027
San Lucas. Price \$17,000.

Exchanges 36

LET'S TRADE

MILLION DOLLAR BUILDING
in Los Angeles area. 9 story
concrete and steel. Will take
Palm Springs property, sub-
mit what you have to trade.
Priced at \$375,000.

WANT San Francisco area
home or income for Palm
Springs; beautiful 3 bedroom,
3 bath, completely furnished,
large swimming pool. Only
\$37,500.

WANT North Hollywood home.
Van Nuys or San Fernando
home for Palm Springs 4
bedroom, 3 bath home fur-
nished. Close in. Priced at
only \$19,500.

12 UNIT apartment hotel near
El Mirador Hotel. Furnished
with large pool. A BUY at
\$90,000. Want L.A. home or
income as part payment.

APARTMENT HOTEL, 17 units.
Finest location in town. Com-
pletely furnished. Large pool.
\$175,000. Take L.A. home, in-
come or trust deeds.

LET US EXCHANGE
WHAT YOU HAVE
FOR WHAT YOU WANT

Peter B. Sheptenko

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727

Trade for Palm Springs
IN SAN CLEMENTE
NEW — 5 apartment building.
4 - 1 bedroom and 1 - 2 bed-
room. 100 feet from ocean
front.

also
2 HOUSES on 1 lot, 3 years
old, 1 bedroom, furnished
and a 2 bedroom unfurnis-
ed. 3 blocks from center of
town.

Will take Palm Springs lots
in trade.

HUTTON REAL ESTATE
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12 to 20 rentals. Principals
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Real Estate Wanted 37

SPECULATOR will pay quick
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ly furnished apartment, also
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Private bath. Monthly rates.
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For Sale or Rent 41

For Sale
or Will
Lease Furnished

Beautiful home on Tama-
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rooms with maid's room.
Enquire at Wonder Palms
Hotel.

Apartment for Rent 43

ROOMS and apartments, by
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ALSO
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nice laundry room.
Phone 5370 or see your broker

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kitchen. Center town. Rooms
\$10-15. Use of swimming
pool. Phone 2957 or 9053.

KITCHEN apartments, \$35
week. Rooms, \$4 day. Heat-
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town. Phone 4093.

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week, 770 Chuckwalla Road.
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1 BEDROOM apartment, \$100
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Houses for Rent 46

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2 bedrooms, 2 baths in main
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month yearly rent. Phone
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month. 72-118 Barbara Drive,
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Houses for Rent 46

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New 2 bedrooms. Lease only.
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El Segundo. Call Guarantee
Garage. Ph. 7654 or 7655.

3 BEDROOM, partly furnished,
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CHARMING 4 rooms, 1 bed-
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Close in. 564 S. Calle Encinia.

1 BEDROOM, modern furnis-
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Hot Springs.

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Western saddle, 14 inch tree.
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